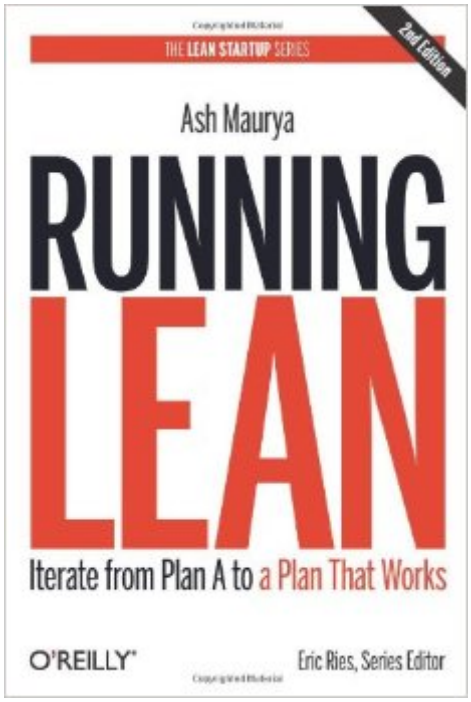
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Running Lean: Iterate From Plan A To A Plan That Works (Lean (O'Reilly))



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Synopsis

We live in an age of unparalleled opportunity for innovation. We’re building more products than ever before, but most of them fail--not because we can’t complete what we set out to build, but because we waste time, money, and effort building the wrong product.What we need is a systematic process for quickly vetting product ideas and raising our odds of success. That’s the promise of Running Lean.In this inspiring book, Ash Maurya takes you through an exacting strategy for achieving a "product/market fit" for your fledgling venture, based on his own experience in building a wide array of products from high-tech to no-tech. Throughout, he builds on the ideas and concepts of several innovative methodologies, including the Lean Startup, Customer Development, and bootstrapping. Running Lean is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who’s interested in starting a business project.Find a problem worth solving, then define a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations Build a feature, measure customer response, and verify/refute the idea Know when to "pivot" by changing your plan’s course Maximize your efforts for speed, learning, and focus Learn the ideal time to raise your "big round" of funding "If you are starting a company, or want to adopt the Lean Startup approach, Running Lean is a must read."- Brad Feld, Managing Director, Foundary Group

Book Information

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Customer Reviews

"Ash has put together a book I wish I'd read before pursuing my own startup. The level of detail, including case studies and practical applications, make this book a resource worthy of sitting on every aspiring entrepreneur's shelf."-Rand Fishkin, CEO and Cofounder, SEOmoz; Coauthor,Ã Â The Art of SEO"Ash has laid out a clear compass for anyone to validate their ideas, solve real problems and create a successful business. I'd encourage this book to anyone trying to get a business off the ground."- Noah Kagan, Chief Sumo of AppSumo.com"Lean concepts are exciting but it's hard to know what to actually do. Ash not only gives advice but makes it practicable--this is the first comprehensive guidebook for how to execute a Lean Startup."- Jason Cohen, founder of WP Engine & Smart Bear."Ash provides compelling, actionable guidance for applying lean principles to a startup. His startup canvas changed the way I think about my own startup. This book is a valuable guide whether you are a serial entrepreneur or a first time founder."- Sean Ellis, Founder & CEO of CatchFree"Easily one of the best technical books on Lean Startup ever written. Period. End of point. Done."- Dan Martell, Founder of Clarity.fm & Angel Investor

Ash Maurya (@ashmaurya) is the founder of USERcycle. Since bootstrapping his last company seven years ago, he has launched five products and one peer-to-web application framework. Throughout this time he has been in search of better, faster ways for building successful products. Ash has more recently been rigorously applying Customer Development and Lean Startup techniques to his products, which he frequently writes about on his blog and turned into a book: Running Lean. Ash resides in Austin, Texas, with his wife, two children and two dogs.

If you read one book on entrepreneurship, let this be it. It summarizes a lot of the 'best' ideas in entrepreneurship (Steve Blank, Eric Ries, others) and gives you a very practical guide to getting started. At one point in the past, it would have been possible to 'push' a product onto users. Now, unless you are a company like Apple it is almost impossible. There are thousands of other start-ups that will do what you do AND listen to users.The idea of systematically de-risking your business idea is a powerful way to get up and running with the smallest amount of money possible. If you have a business idea but you're not sure whether it's viable, Ash will give you a step by step plan for bringing it from the canvas to making money.As another positive, the author seems to genuinely be interested in engaging with people who read the book. If this book doesn't answer a question you have, you could probably ask him. That's pretty good value for a book.

Where "Lean Startup" (Eric Ries) is the what and why, "Running Lean" is the how. It doesn't just

talk, it shows and teaches, provides explanations, and even simple clear tools.I wish I had this book 20 years ago. I use it for projects on my job, and to build a new entrepreneurial company.I am starting a new business from scratch while working a full-time job (on call 24/7), so I don’t have a lot of "extra" time. After reading and starting to apply "Lean Startup" to my planning, I checked on some of the resources he offered that prominently displayed "Running Lean". You MUST get this book, and apply it along with the vast resources it offers in the book and online! The Lean Canvas is a huge productivity booster. Instead of wasting time on boring, laborious marketing plans, in 20 minutes you can have a clear structure that you can use for each piece of your whole process. Then use it to focus your team on all the aspects of "what to build, who to build it for, why build it, how to fund it, and where to expect revenues to come from".You decide --- laser focus and optimizing your resources to achieve your BHAG, or wasting time and resources on the wrong things. Get this book, apply it and it’s resources, and succeed! (This is for your company/product. For YOU to get even better ,check out "The Entrepreneur Roller Coaster" by Darren Hardy. These two resources will amp up your personal productivity and focus your company’s efforts IMMENSELY! I know. I am doing it!)

This is the most comprehensive as well as practical guide to getting your startup strategy right. I wish I had come across this book earlier, and that would have saved a lot of effort me and my team has put in my startup.In my opinion, it is more useful than 2 other great books on this topic: Eric Ries’s Lean Startup and Steve Blank’s 4 Steps...I would recommend that you buy all these 3 books, but spend time developing your strategy using the principles of ’Running Lean’.Well done Ash Maurya!

This is not your typical book for learning how to start a business. Ash’s commentary is direct and easy to follow. I’ve started and stopped many business ideas because I can’t get through or past the business plan phase. Now I’m writing business plans in a couple of hours and able to adjust on the fly. I haven’t brought a business to product/market fit point as of yet, but I am extremely confident that when I do it will be with confidence, market knowledge and minimal risk.One other comment is that I’ve re-read sections of this book several times. It is a quick and simple read and well footnoted for those who want to go deeper into the theory. I will be using it as a reference for years to come.

I’m in the beginning stages of my first startup. I have read/studied all the great books out there pertaining to building a startup. Steve Blank’s Owner’s Manual is the second best after Running Lean. Running Lean is the MOST useful tool of them all because it is the most immediately

applicable to what I or any entrepreneur is trying to accomplish. He provides a very concise and well written step by step course of action and great tools to work you through the startup building process. What's more, he backs it up with wonderful online videos. Hard to beat!

I read Running Lean right after I read Lean Startup by Eric Ries. So I was already on the Lean Startup train, but it was Ash Maurya's book that showed me how to put the principles to work. It's easy to read and very straight-forward. He provides tools and interview scripts for you to put into practice immediately. I was in the process of writing a book proposal and his own process for writing his book outlined in the book encouraged me to get audience feedback immediately by doing lectures first for free, then paid. Copying his process for sure played a part in me getting a book deal too! I started teaching a college class about designing MVPs for online products and made his book the required reading. It was perfect and Ash even provided my class academic access to his Lean Canvas tool. I can not recommend this book more, especially if you want to put Lean Startup principles into practice! Thank you Ash!!!!!

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