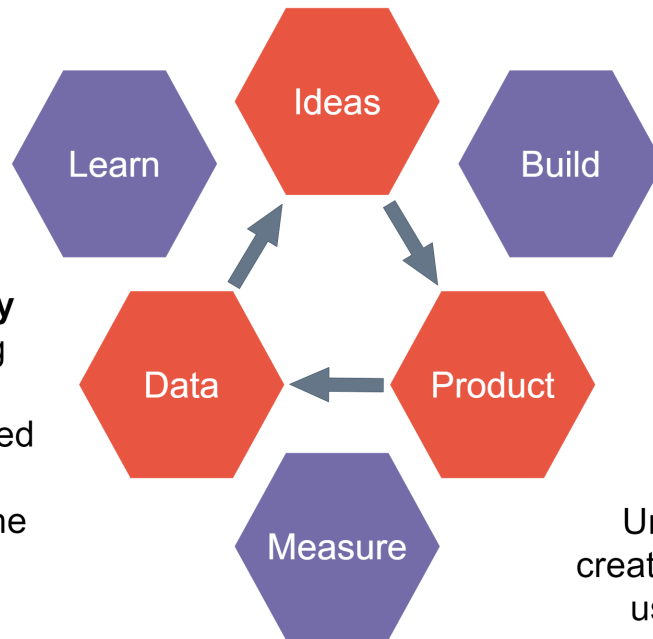


# ACCELERATE THE FEEDBACK LOOP

# LEAN STARTUP

A scientific approach for creating, growing and sustaining a successful startup. The building of products or services by shortening development cycles and business-hypothesis-driven experimentation allows for meeting the needs of early customers. This reduces risks and saves large amounts of initial funding



## Eliminate uncertainty

Create order by using tools to test a vision continuously. It is needed to use a process, a methodology around the development of a product.

## Work smarter not harder

Every startup is an experiment that should be focused on solving real problems. Validating these solutions through iterations and testing with early adopters.

## Develop an MVP

Find out the problem that needs to be solved and develop an MVP solving the problem to start a build-measure-learn feedback loop as soon as possible.

## Validated learning

Embrace validated learning through testing and measurement to enable incremental adaptation and build a product that is wanted and customers will pay for.

## PRINCIPLES

### Entrepreneurs are everywhere

Uncertain conditions for creating new products enable using of Lean Startup.

### Entrepreneurship is management

A startup is an institution so it requires management specific for its context.

### Validated learning

Test a vision by experimenting and learning how to build a sustainable business.

### Innovation accounting

Measure progress, prioritize work, and set milestones with a startup-specific accounting.

### Build - measure - learn

Turn ideas into products, measure customers' feedback, and learn what to do next.