

Scaling Lean: Mastering the Key Metrics for Startup Growth

By Ash Maurya





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A hands-on guide to the metrics that matter most to young tech startups.

In the early stages of a tech startup's life, it's hard to decipher the meaningful metrics from the distractions. How do you know if your product is working? Is it the number of new signups? Average amount of time spent on the site? Revenue, even if you don't have a revenue model yet?

In *Scaling Lean*, serial entrepreneur and author of the startup cult classic *Running Lean* Ash Maurya offers a tactical handbook for measuring and scaling a tech startup with maximum efficiency and efficacy. Maurya pairs real-world examples of startups like Airbnb and Dropbox with techniques and language from the manufacturing world to create a new model for measuring and describing an early stage startup's success. *Scaling Lean* is an indispensable handbook for startup founders graduating from the incubator stage to build their business in the real world.

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Scaling Lean: Mastering the Key Metrics for Startup Growth By Ash Maurya Bibliography

- Sales Rank: #6769497 in Books
- Published on: 2016-06-14
- Released on: 2016-06-14
- Formats: Audiobook, CD, Unabridged
- Original language: English
- Number of items: 5
- Dimensions: 5.50" h x .63" w x 6.50" l,
- Running time: 6 Hours
- Binding: Audio CD

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Editorial Review

Review

"A battle-tested approach to building companies that matter."

—**Eric Ries**, author of *The Lean Startup*

"A practical field guide to smarter decision-making at the early stages of a business."

—**Brad Feld**, managing director of Foundry Group

"A smart book for smart founders who seek to make an impact. It will forever change the way you see your project."

—**Seth Godin**, author of *Linchpin*

"*Scaling Lean* is the lost guide to adopting lean practices in a growing product team. You need this book!"

—**Nir Eyal**, author of *Hooked*

"If you want to build a successful business, you need to take an analytical approach. This book shows you how."

—**Gabriel Weinberg**, coauthor of *Traction*

"We tend to teach entrepreneurship as if we are physicists only interested in the first femtosecond of The Big Bang, assuming success is assured after those crucial early moments. *Scaling Lean* is about what happens *after* your company's Big Bang: how to perform the many customer experiments needed to win your startup the traction to escape its black holes."

—**Bob Metcalfe**, Ethernet inventor, 3Com founder, UT Austin Professor of Innovation

About the Author

Ash Maurya is the author of *Running Lean* and the creator of the one-page business modeling tool "Lean Canvas." His posts and advice have been featured in *Inc. Magazine*, *Forbes*, and *Fortune*. He regularly hosts sold out workshops around the world and serves as a mentor to several accelerators including TechStars, MaRS, and Capital Factory. He serves on the advisory board of a number of startups, and has consulted to new and established companies. He lives in Austin, TX.

Users Review

From reader reviews:

Charline Fendley:

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Jill Vaughn:

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Roy Taylor:

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