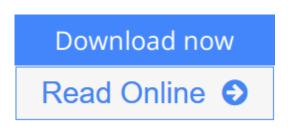# Scaling Lean: Mastering the Key Metrics for Startup Growth

By Ash Maurya

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

Is your "big idea" worth pursuing? What if you could test your business model earlier in the process—before you've expended valuable time and resources?

You've talked to customers. You've identified problems that need solving, and maybe even built a minimum viable product. But now there's a second bridge to cross. How do you tell whether your idea represents a viable business? Do you really have to go through the whole cycle of development, failure, iteration, tweak, repeat?

Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong. You'll also learn how to:

· ballpark the viability of a business model using a simple five-minute back-of-the-envelope estimation.
· stop using current revenue as a measure of progress (it forces you to fly blind and, often, to overpromise to your shareholders) and instead embrace the metric of traction—which helps you identify the leading indicators for future business model growth.
· set progressive goals that set you up for exponential long-term success by implementing a staged 10X rollout strategy, like one employed by Facebook and Tesla.
· stop burying your breakthrough insights in failed experiments, but rather illuminate them using two-week LEAN sprints to quickly source, rank, and test ideas.

Ash Maurya, a serial entrepreneur and author of the startup cult classic *Running Lean*, pairs real-world examples of startups like Airbnb and Hubspot with techniques from the manufacturing world in this tactical handbook for scaling

with maximum efficiency and efficacy. This is vital reading for any startup founder graduating from the incubator stage.

From the Hardcover edition.

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

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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, UTAustin Professor of Innovation

About the Author

ASH MAURYA is the creator of the one-page business modeling tool Lean Canvas and the author of *Running Lean*. He regularly hosts sold-out workshops around the world, serves as a mentor to several accelerators, including TechStars, Accelerace, and Slingshot, and guest lectures at several universities, including MIT, Harvard, and the University of Texas, Austin. He serves on the advisory board of a number of startups, consults for new and established companies, and contributes to leading business publications and websites. He lives in Austin, Texas.

Users Review

From reader reviews:

Evan Hinson:

Why don't make it to be your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite publication and reading a book. Beside you can solve your short lived problem; you can add your knowledge by the e-book entitled Scaling Lean: Mastering the Key Metrics for Startup Growth. Try to make the book Scaling Lean: Mastering the Key Metrics for Startup Growth as your close friend. It

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