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The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business, published by Crown Business. He serves on the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms.

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Eric is the author of the popular blog Startup Lessons Learned and the creator of the Lean Startup methodology. He co-founded and served as CTO of IMVU, his third startup, which has today has over 40 million users and 2009 revenue over \$22 million.

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Lean startup is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business- hypothesis -driven experimentation, iterative product releases, and validated learning.

Lean startup - Wikipedia

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses is a book by Eric Ries describing his proposed lean startup strategy for startup companies.

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The Lean Startup methodology has emerged as the most accepted process for launching a new unproven business model. In my simplified way of thinking about it, Lean Startup changes the

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model from emulating how big businesses operate to instead emulating how scientists discover and better understand the wonders of God's creation.

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