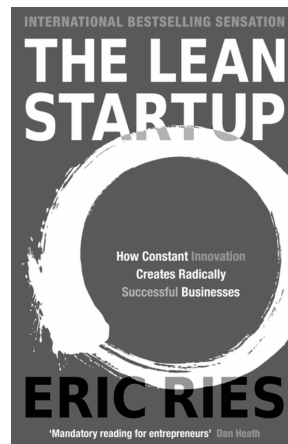


Ballad of The Lean Startup

With IMVU not growing
 And revenue not flowing
 And with piles of cash monthly burning,
 They asked
 “Is it a mess,
 Or is it progress?”
 Then measured by validated learning.

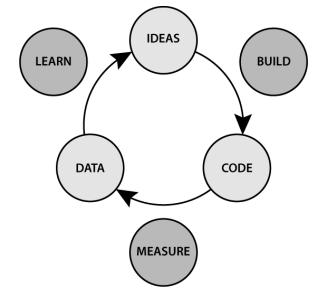
With their customers confused
 Eric’s ego was bruised—
 All his basic assumptions were nixed.
 They had to unload
 All that beautiful code
 Before the product could ever be fixed.

“What’s the last six months for,
 Tossing my code out the door?”



Asked Eric all in a tizzy.
 But he got his first taste
 How to eliminate waste,
 And make progress instead of just being busy.

You must build and release
 (So says Eric Ries)
 Then validate by query, wallet, and churn.
 Ruthlessly measure
 Though it gives you no pleasure—
 That’s the only true way to learn.



credit 1

So don’t fly blind
 Or make up your mind
 Stuck to ideas like a Nazi guards soup.
 Relax your tight ass
 And gather data en masse
 To reduce total time through the loop.

Congrats, Eric,² on the success of your book.³ It’s well-deserved.

Current version of this article:

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