

# Running Lean

Second Edition

Iterate from Plan A to a  
Plan That Works

Ash Maurya

O'REILLY\*

Beijing • Cambridge • Farnham • Kbln • Sebastopol • Tokyo

# Contents

Foreword. . . . .	XIII
Preface. . . . .	XVII
Introduction. . . . .	XXI

## **PART1:ROADMAP**

<i>Chapter 1</i>	
Meta-Principles. . . . .	3
<i>Chapter 2</i>	
Running Lean Illustrated. . . . .	15

## **PART 2: DOCUMENT YOUR PLAN A**

<i>Chapter 3</i>	
Create Your Lean Canvas. . . . .	23

## **PART 3: IDENTIFY THE RISKIEST PARTS OF YOUR PLAN**

<i>Chapter 4</i>	
Prioritize Where to Start . . . . .	49
<i>Chapter 5</i>	
Get Ready to Experiment. . . . .	57

## PART 4: SYSTEMATICALLY TEST YOUR PLAN

### STAGE ONE: Understand Problem

*Chapter 6*

**Get Ready to Interview Customers. . . . . 71**

*Chapter 7*

**The Problem Interview. . . . . 81**

### STAGE TWO: Define Solution

*Chapter 8*

**The Solution Interview. . . . . 95**

*Chapter 9*

**Get to Release 1.0. . . . . 111**

### STAGE THREE: Validate Qualitatively

*Chapter 10*

**Get Ready to Measure. . . . . 121**

*Chapter 11*

**The MVP Interview. . . . . 127**

*Chapter 12*

**Validate Customer Lifecycle. . . . . 135**

### STAGE FOUR: Verify Quantitatively

*Chapter 13*

**Don't Be a Feature Pusher. . . . . 145**

*Chapter 14*

**Measure Product/Market Fit. . . . . 155**

*Chapter 15*

**Conclusion. . . . . 169**

*Appendix*

**Bonus Material. . . . . 173**

**Index. . . . . 197**