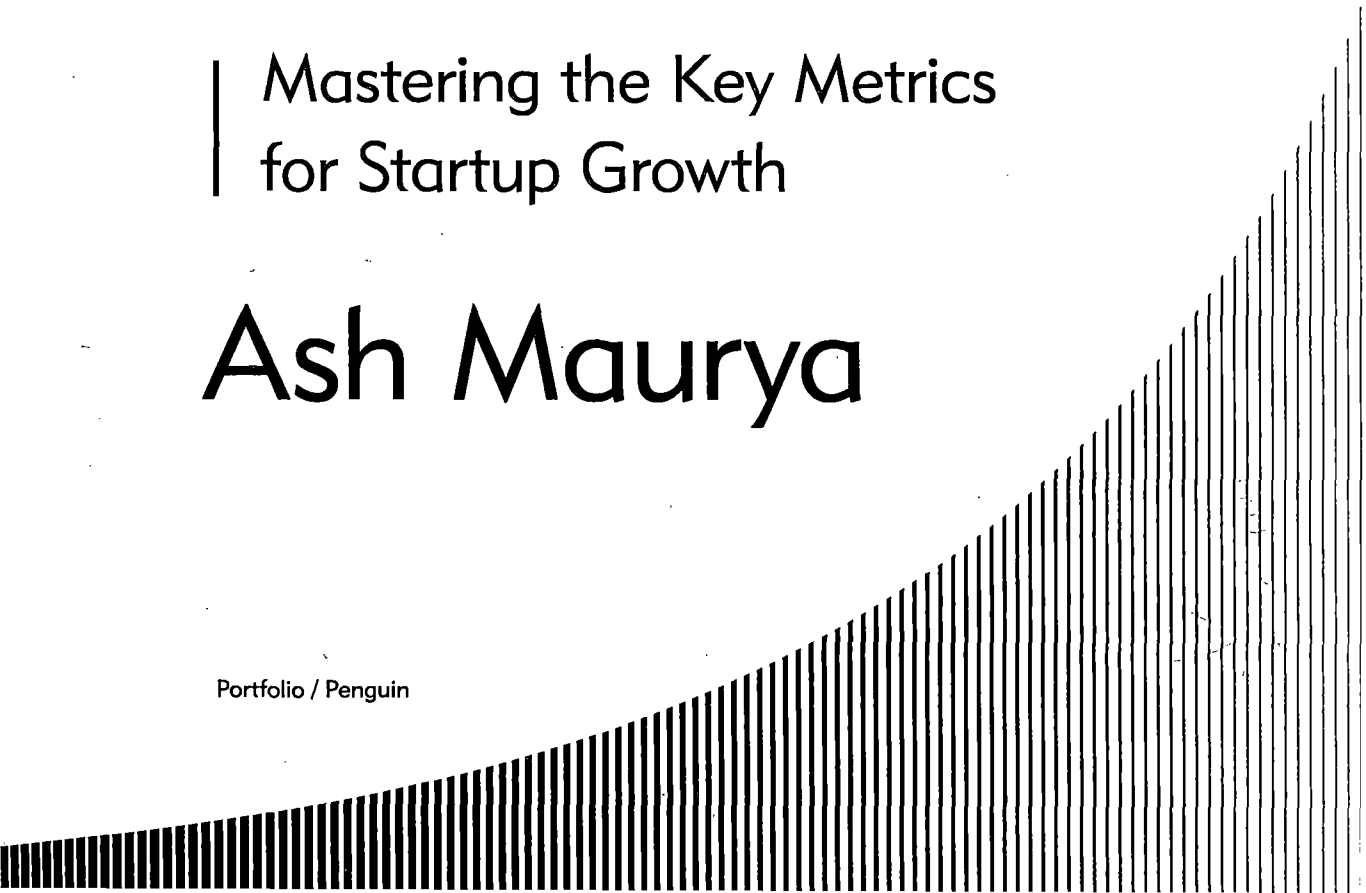


SCALING LEAN

| Mastering the Key Metrics
| for Startup Growth

Ash Maurya

Portfolio / Penguin

A decorative graphic consisting of numerous vertical black lines of varying heights, arranged in a curve that starts low on the left and rises to a peak on the right, resembling a stylized bar chart or a wave.

CONTENTS

Introduction: Another Book About Startup Growth? 1

PART 1

DEFINING PROGRESS

CHAPTER 1 21

Traction Is the Goal

CHAPTER 2 49

The Back-of-the-Envelope Business Model Test

CHAPTER 3 73

Build a Traction Model

PART 2

PRIORITIZING WASTE

CHAPTER 4	105
The Customer Factory Blueprint	
CHAPTER 5	129
Benchmark Your Customer Factory	
CHAPTER 6	142
Finding Constraints	

PART 3

ACHIEVING BREAKTHROUGH

CHAPTER 7	163
The Art of the Scientist	
CHAPTER 8	189
Seven Habits for Highly Effective Experiments	
CHAPTER 9	214
Dealing with Failure	
CHAPTER 10	228
Avoid the Curse of Specialization	

CHAPTER 11	258
Hold Yourself Accountable	
CONCLUSION	269
ACKNOWLEDGMENTS	271
INDEX	275