Scaling Lean: Mastering the Key Metrics for Startup Growth

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A hands-on guide to the metrics that matter most to young tech startups.

In the early stages of a tech startup's life, it's hard to decipher the meaningful metrics from the distractions. How do you know if your product is working? Is it the number of new signups? Average amount of time spent on the site? Revenue, even if you don't have a revenue model yet?

In *Scaling Lean*, serial entrepreneur and author of the startup cult classic *Running Lean* Ash Maurya offers a tactical handbook for measuring and scaling a tech startup with maximum efficiency and efficacy. Maurya pairs real-world examples of startups like Airbnb and Dropbox with techniques and language from the manufacturing world to create a new model for measuring and describing an early stage startup's success. *Scaling Lean* is an indispensable handbook for startup founders graduating from the incubator stage to build their business in the real world.

Scaling Lean: Mastering the Key Metrics for Startup Growth Details

Date	:	Published June 14th 2016 by Portfolio
ISBN	:	9781101980521
Author	:	Ash Maurya
Format	:	Hardcover 304 pages
Genre	:	Business, Entrepreneurship, Nonfiction

From Reader Review Scaling Lean: Mastering the Key Metrics for Startup Growth for online ebook

Petr Augustin says

First half is great. I love Ash's take on traction, constraints, cohorts and factory blueprint.
The second one was basically just a design sprint and UX validation. I like that the book contained practical tests you can do to check if you understand the chapter correctly.

Glenn Schmelzle says

I like how many steps Ash breaks down into their smallest components. In the case of a meeting or a sales call, he even gives minute-by-minute list of talking points.

Outdoors Nerd says

A must read if your are using Lean Startup methodology in your new enterprise. If you aren't you should be, so read this book.

I found myself rereading but never finishing it. It took a concerted effort to study it and capture the process and actionable steps. Plenty of demonstrable wisdom in here, it just takes a lot of effort to extract it.

The tool and methodology assume you have successfully tested an MVP and have some indication of problem solution fit.
However don't wait for that stage to read this as it has plenty of applicable tools for your very early stages too.

Samuel Cleophas says

I recommend this book higher than any other book on business metrics.

John Elbing says

Great compliment to Running lean. It gives good practical advice to help keep things real and keep you accountable. The quick "order of magnitude" calculations to help set goals are invaluable.

Ola Olusoga says

Brilliant book, and one I’ll be re reading + recommending to people in the future.

The book answers “what’s next?” after building an MVP, and validating a PMF (all outlined in his previous book, running lean)

Highly recommend if you’re looking for answers to questions like:

- how do I scale?
- what metrics should I focus on?
- how do I calculate ... (LTV, CAC)
- how to address, and grow off constraints

Aakash Aggarwal says

This is one of those super easy books to read that communicates only so much to give what it wants to give and nothing more can be demanded of it.

There are basically three models that are explained in this book - lean canvas, traction and customer factory. Terms such as TOC, customer throughput, throughput, monetizable value etc. are something that are inherently lean manufacturing concepts but they are mapped intelligently to scaling startups. Not much has been written about how to achieve traction. Would have been better if the book would have been broken down into 3 mini-books with each model becoming a book itself. A deep-dive is essential when models are built.

There's so much information that can be extracted out of these models. No organizational function was discussed in the book. Sales, marketing, product management, finance, customer service? Nothing. Seemed like a regurgitation of random facts to make them sound intellectual for the sake of writing a book on startups. This was neither an out and out book on startups nor on entrepreneurship. I can't say that I didn't gain anything from reading the book, but my life would be okay if I had not read this book.

Random Silicon Valley rant. The reality of how startups are run in the real world is not through frameworks or plans but through instincts. This book is choke-full of PLANS that will never work for a growth startup. Mature startups require high-level management skills that require traditional frameworks. I can't understand the target audience of this book.

Seriously. After this, I think I should write a book.

Kait says

Scaling Lean has great information! I'm currently about half way through. I'm really loving the chapter on Benchmarking Your Customer Factory; I am now responsible for an entire program area in a non-profit that hasn't been operated in over a year and a lot of these things are applicable as I'm setting a foundation. Definitely recommend. My copies getting a bit over tabbed!

Nacho Bassino says

Muy útil, claramente algo para releer. Modelos y ejemplos de como usarlos.

Andrea Hill says

I really wanted to love this book: Running Lean is my favorite book for introducing someone to Lean startup as it provided scripts an aspiring practitioner could put to use right away. Ash didn't completely abandon this approach, but unfortunately he also added in too much extraneous commentary for my liking. That being said, parts of this book greatly advanced my thoughts on how to apply lean within my org.

The Good:
Ballparking estimates: we've all heard the PM interviews questions about "how many ping-pong balls could fit in a VW?' (I never understood the point before) Ash introduces a way to come up with reasonable estimates that can be used to check the potential for a plan.

Explicitly calling out constraints. Its common go try to solve problems by throwing more resources at them. ("If we just build this one more feature"). A business' success is tied to leverage and achieving more with less.

Sprint meeting agendas! While I've previously run experiment planning and review meetings with stakeholders, I was excited to see this structure and plan to incorporate it in future meetings.

The Not-Good
The metaphor of the Customer Factory and measuring throughout was meh, and the middle chapters of the book just rehashed Pirate Metrics. If you're reading this book, I assume you already have the fundamentals down. If not, go read Running Lean.
I found myself skimming through about a third of this book, waiting to find nuggets of practical application, which is where Ash shines.

In all, I'm glad I finally forced myself to finish this book (I started it 8 months ago!) there's a lot of good material in here, it's just sprinkled in with a lot of extraneous background I didn't need.

Nopadol Rompho says

This is another good book if you want to do startup. I personally like the book because they talked about metrics that are useful for startups to track.

Jose Papo says

A must read book for anyone building solutions! The author uses Systems Thinking, Lean, Lean Startup, TPS and Theory of Constraints to create a great framework and process to understand how your product/business model is growing and tractioning in the market. I specially liked the first part of the book, where Ash explores the critical metrics you need to understand and that you, investors and stakeholders should focus.

Tim Nowotny says

A very practical book that wold hold even more power would I be working on a business idea right now. This way I have only the theory to evaluate.

All in all I think it really is a strapped down, pragmatic approach to building a business and the didactic is solid.

Alexandra Weiner says

Workbook style

Veejey Kapse says

Good bood book for startup

Good clarity on startp business, entrepreneur can use this book for planning their businesses and strategy for growth & sustainablity

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