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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 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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