



The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets

By Brant Cooper, Patrick Vlaskovits

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Leverage the framework of visionaries to innovate, disrupt, and ultimately succeed as an entrepreneur

The Lean Entrepreneur, Second Edition banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. The follow-up to the New York Times bestseller, this great guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently.

The belief that innovative outliers like Steve Jobs and Bill Gates have some super-human ability to envision the future and build innovative products to meet needs that have yet to arise is a fallacy that too many fall prey to. This 'Myth of the Visionary' does nothing but get in the way of talented managers, investors, innovators, and entrepreneurs. Taking a proven, measured approach, *The Lean Entrepreneur* will have you engaging customers, reducing time to market and budgets, and stressing your organization's focus on the power of loyal customers to build powerhouse new products and companies. This guide will show you how to:

- Apply actionable tips and tricks from successful lean entrepreneurs with proven track records
- Leverage the Innovation Spectrum to disrupt markets and create altogether new markets
- Use minimum viable products to drive strategy and conduct efficient market testing
- Quickly develop cross-functional innovation teams to overcome typical startup roadblocks

The Lean Entrepreneur is your complete guide to getting your startup moving in the right direction quickly and hyper-efficiently.

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Editorial Review

From the Back Cover

praise for the lean entrepreneur

"The Lean Startup methodology has become a fundamentally critical approach to creating and building a startup. Brant and Patrick explain this in a very accessible way, with extended case studies from a variety of exciting, contemporary startups, with awesome bonus illustrations from everyone's favorite robotic dinosaur, Fake Grimlock. If you are a startup entrepreneur, this is a must-read book for your startup journey."

—**Brad Feld**, Managing Director, Foundry Group; co-founder, TechStars; and creator of the Startup Revolution series of books

"If you're an entrepreneur, making stupid mistakes is inevitable. The Lean methodology will help you cut down on them drastically. Do yourself a favor and pick up *The Lean Entrepreneur*. It will make your journey into the unknown much, much smoother."

—**Julien Smith**, *New York Times* bestselling co-author of *Trust Agents*

"This fascinating new book shows that at the intersection of disruption and lean company thinking, there is a new world of lean entrepreneurship—empowered individuals who bring the world kicking and screaming into the future. I can't wait."

—**Paul Kedrosky**, Editor, *Infectious Greed*

"*The Lean Entrepreneur* cruises at 50,000 feet with a view of the context we are operating in today's economy. At the same time, it dives deep into key ways the new startup tools, frameworks, and mechanisms can be leveraged to take advantage of a world filled with uncertainty and opportunity."

—**Scott Case**, CEO, Startup America Partnership

About the Author

Brant Cooper helps kickstart innovation. He helps organizations big and small move the needle. Coming from the startup world, his career includes Tumbleweed, Timestamp, WildPackets, inCode, and many others. He has experienced IPO, acquisition, rapid growth, and miserable failure. Prior to the *New York Times* bestselling *The Lean Entrepreneur*, Brant authored *The Entrepreneur's Guide to Customer Development*, the first purpose-written book to discuss lean startup and customer development concepts, earning a distribution of over 50,000 copies. Through Market By Numbers, he helped develop and publish the bestselling *The Lean Brand*, bringing lean innovation practices to the marketing side of the house. Brant is Co-Founder and CEO of Moves the Needle, which has worked with hundreds of thousands of entrepreneurs and intrapreneurs across the globe. He is an internationally sought-after keynote speaker, startup mentor, and corporate advisor, and has presented to and worked with leading companies such as Google, Qualcomm, Intuit, Capital One, GE, and Transamerica. Brant tweets at @brantcooper. He lives with (and continuously learns from) his two daughters, Riva and Eliza, near Swami's in Encinitas, California.

Patrick Vlaskovits is a *New York Times* bestselling author, speaker, and entrepreneur. His writing has been featured on the *Harvard Business Review* blog, the *Wall Street Journal* blog, and The Browser. Patrick routinely speaks at technology conferences nationally and internationally, including SXSW, GROW Conference, the Turing Festival, and the Lean Startup Conference. *The Lean Entrepreneur* is his second

book. The first, *The Entrepreneur's Guide to Customer Development*, is a required course text for MBA and undergrad students at universities such as the University of Chicago Booth School and Berkeley. He has also guest-lectured at Stanford and UCLA. Patrick advises multiple technology startups, and serves as a mentor for 500 Startups, a seed fund and startup accelerator. As a speaker and consultant, he counts Fortune 100 companies in his client list. For some unknown reason, Patrick holds a master's in economics from UC Santa Barbara. He lives in Austin, Texas with his family. Tweet at him @Pv.

Users Review

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Michelle Sanders:

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James Davis:

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