



Scaling Lean: Mastering the Key Metrics for Startup Growth

Ash Maurya

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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.

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