# The Lean Startup Summary PDF Cheatsheet — [GrowthSummary.com](http://GrowthSummary.com)

**? 1. Minimum Viable Product: Start with a very basic version of your product, so you can get real customer feedback fast**

**? 2. Lean Thinking: Deliver more value to customers with less time, money, and resources – by applying Toyota's Lean Production principles**

**? 3. The Build-Measure-Learn Feedback Loop: Quickly evolve your product into something users genuinely want – using scientific experiments**

**? 4. Vanity vs Actionable Metrics: How to measure what matters for real progress and success in your startup**

**? 5. Pivot or Persevere?: How to decide when it is time to double down or to change your business strategy**

**? 6. The 3 Engines of Growth: Choosing your right path to scale – subscription growth, viral marketing, or paid acquisition**

## This is just a sample!

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