

# Eric Ries

## Quotes

*People, Entrepreneur, Jobs, Vision, Customers, Goal, Want, Thinking, Quality, Matter, Institutions, Ideas, Effort, Way, Mean, Creating, Simple, Trying, Team, Mistake*

Don't be in a rush to get big. Be in a rush to have a great product.

~Eric Ries

The only way to win is to learn faster than anyone else.

~Eric Ries

The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.

~Eric Ries

Every startup has a chance to change the world, by bringing not just a new product, but an entirely new institution into existence.

~Eric Ries

A startup is a human institution designed to deliver a new product or service under conditions of extreme uncertainty.

~Eric Ries

Lean thinking defines value as providing benefit to the customer; anything else is waste.

~Eric Ries

If we do not know who the customer is, we do not know what quality is.

~Eric Ries

Innovation is a bottoms-up, decentralized, and unpredictable thing, but that doesn't mean it cannot be managed.

~Eric Ries

Zero invites imagination, but small numbers invite questions about whether large numbers will ever materialize.

~Eric Ries

As you consider building your own minimum viable product, let this simple rule suffice: remove any feature, process, or effort that does not contribute directly to the learning you seek.

~Eric Ries

Reading is good, action is better.

~Eric Ries

The lean startup method is not about cost, it is about speed.

~Eric Ries

Leadership requires creating conditions that enable employees to do the kinds of experimentation that entrepreneurship requires.

~Eric Ries

Meritocracy is a good thing. Whenever possibly, people should be judged based on their work and results, not superficial qualities.

~Eric Ries

In a startup, both the problem and solution are unknown.

~Eric Ries

I believe for the first time in history, entrepreneurship is now a viable career.

~Eric Ries

Sustainable growth is characterized by one simple rule: New customers come from the actions of past customers.

~Eric Ries

We must learn what customers really want, not what they say they want or what we think they should want.

~Eric Ries

A pivot is a change in strategy without a change in vision.

~Eric Ries

Most companies are busy making their products worse, not better. Updating is almost always a disaster.

~Eric Ries

If you cannot fail, you cannot learn.

~Eric Ries

Using the Lean Startup approach, companies can create order not chaos by providing tools to test a vision continuously.

~Eric Ries

New Customers come from the action of past customers

~Eric Ries

We need to reengineer companies to focus on figuring out who the customer is, what's the market and what kind of product you should build.

~Eric Ries

The grim reality is that most start-ups fail. Most new products are not successful. Yet the story of perseverance, creative genius, and hard work persists.

~Eric Ries

Most phenomenal startup teams create businesses that ultimately fail. Why? They built something that nobody wanted.

~Eric Ries

If you don't know who your customer is, you don't know what quality is.

~Eric Ries

The way forward is to learn to see every startup in any industry as a grand experiment.

~Eric Ries

Start-ups make so many mistakes that the challenge to identify the root cause of a failure is tough. But believing in your own plan is probably the worst.

~Eric Ries

All innovation begins with vision. It's what happens next that is critical.

~Eric Ries

When Steve Jobs and Steve Wozniak created Apple computer in a garage in Palo Alto, it heralded the beginning of the PC revolution that ultimately dealt a death-blow to dozens of older companies.

~Eric Ries

Entrepreneurship is not really building a product, it's not having an idea, it's not being in the right place at the right time. It's fundamentally company building.

~Eric Ries

If you can't out iterate someone who is trying to copy you, you're toast anyway.

~Eric Ries

A Start Up is an institution designed to thrive in the soil of extreme uncertainty

~Eric Ries

This is one of the most important lessons of the scientific method: if you cannot fail, you cannot learn.

~Eric Ries

Better to have bad news that's true than good news we made up

~Eric Ries

The Lean Startup has evolved into a movement that is having a significant impact on how companies are built, funded and scaled.

~Eric Ries

Learning is the essential unit of progress for startups.

~Eric Ries

The goal of every startup experiment is to discover how to build a sustainable business around that vision.

~Eric Ries

It doesn't matter if you call it a boom or a bubble. The startup business moves in cycles, and what goes up will eventually come down.

~Eric Ries

Vanity metrics are the numbers you want to publish on TechCrunch to make your competitors feel bad.

~Eric Ries

The lesson of the MVP is that any additional work beyond what was required to start learning is waste, no matter how important it might have seemed at the time.

~Eric Ries

At IMVU, the cost of customer acquisition through our five-dollar-a-day AdWords campaign was less than twenty-five cents. Our revenue from those same customers was more than a dollar.

~Eric Ries

What if we found ourselves building something that nobody wanted? In that case what did it matter if we did it on time and on budget?

~Eric Ries

If the plan is to see what happens, a team is guaranteed to succeed - at seeing what happens - but won't necessarily gain validated learning - If you cannot fail, you cannot learn.

~Eric Ries

A head start is rarely large enough to matter, and time spent in stealth mode-away from customers-is unlikely to provide a head start. The only way to win is to learn faster than anyone else.

~Eric Ries

By the time that product is ready to be distributed widely, it will already have established customers.

~Eric Ries

At IMVU, we opened up our board meetings to the whole company.

~Eric Ries

The only person who can put you out of business, in the early days, is yourself.

~Eric Ries

A solid process lays the foundation for a healthy culture, one where ideas are evaluated by merit and not by job title.

~Eric Ries

Entrepreneurs can't forecast accurately, because they are trying something fundamentally new. So they will often be laughably behind plan - and on the brink of success.

~Eric Ries

If we stopped wasting people's time, what would they do with it?

~Eric Ries

Customers don't care how much time something takes to build. They care only if it serves their needs.

~Eric Ries

The hardest part is the grueling work of constantly being wrong.

~Eric Ries

When blame inevitably arises, the most senior people in the room should repeat this mantra: if a mistake happens, shame on us for making it so easy to make that mistake.

~Eric Ries



### **Related Links:**

- People Quotes
- Entrepreneur Quotes
- Jobs Quotes
- Vision Quotes
- Customers Quotes
- Goal Quotes
- Want Quotes
- Thinking Quotes
- Quality Quotes
- Matter Quotes
- Institutions Quotes
- Ideas Quotes
- Effort Quotes
- Way Quotes
- Mean Quotes
- Creating Quotes
- Simple Quotes
- Trying Quotes
- Team Quotes
- Mistake Quotes