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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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Ries describing his proposed lean  
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minimum viable products, and driving fast iteration through build-measure-learn feedback cycles apply, but innovation in the social sector is harder and involves some unique challenges.

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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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