



Lean washing

ultra-light thoughts on the lean start-up



Lean done right is fantastic

lean washing is the sub-prime mortgage of the start-up world



When you are hungry...
everything starts to look like a great meal



Outcome x Ownership x Probability = \$
a mercenary mindset



Ownership = $f(\text{story} \times \text{data} / \text{time}) = \$$
a missionary mindset

Thanks

@phineasb



**SNEAKER
HEAD VC**