

Lean for Startups and Small
Businesses: Practical Tools,
Strategies, and Mindset to Reduce
Waste, Improve Processes, and
Grow Smarter

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LEAN FOR STARTUPS AND SMALL BUSINESSES:
PRACTICAL TOOLS, STRATEGIES, AND MINDSET
TO REDUCE WASTE, IMPROVE PROCESSES, AND
GROW SMARTER

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Waste, Improve Processes, and Grow Smarter*

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Preface

Author's Note

Chapter 1 – Why Lean Matters for Startups and Small Businesses

The Small Business Reality

What Lean Offers

The Trap of “Big Company Thinking”

The Power of Lean Mindset

Stories from the Field

Why This Book Matters Now

Key Takeaway

Chapter 2 – Core Principles of Lean Thinking

Principle 1: Define Value (From the Customer's Perspective)

Principle 2: Identify the Value Stream

Principle 3: Create Flow

Principle 4: Establish Pull

Principle 5: Pursue Perfection (Continuous Improvement)

Why These Principles Work for Small Businesses

Key Takeaway

Chapter 3 – Lean Startup vs. Lean Small Business

What is a Lean Startup?

What is a Lean Small Business?

The Key Difference: Learning vs. Improving

Where They Overlap

Applying the Right Lean Approach to Your Business

Key Takeaway

Chapter 4 – Finding and Delivering Customer Value

What Is “Value” Anyway?

How to Discover What Customers Value

The Value Proposition Canvas (Simplified)

Delivering Value Consistently

When Businesses Get Value Wrong

Key Takeaway

Chapter 5 – Eliminating Waste in Small Businesses

The Seven Wastes and How They Show Up

- 1. Overproduction – Making Too Much Too Soon**
- 2. Waiting – Idle Time**
- 3. Transportation / Movement – Unnecessary Motion**
- 4. Overprocessing – Doing More Than Needed**
- 5. Inventory – Excess Stock or Materials**
- 6. Motion – Inefficient Movement of People**
- 7. Defects / Mistakes – Rework or Errors**

Applying 5S for Small Businesses