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In the Lean Startup, Eric Ries defined the engine of growth as "the mechanism that startups use to achieve sustainable growth." He described sustainable growth as following a simple rule, "new customers come from the actions of past customers." The three engines of growth are the sticky engine, the viral engine, and the paid engine. Each of those can be measured and tracked by a few key metrics.

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In this growth study we ' re going to focus on the growth engine that made the company so successful and leave a deep dive into the management scandal and sexual harassment lawsuit—that forced their CMO and co-founder Justin Mateen to resign and early employee Whitney Wolfe to leave—for other sites with much deeper journalistic and investigative chops.

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Using the power of research, case studies, and data I ' ll break down each strategy and figure out the pros and cons of each strategy. 3 Proven Startup Strategies. Every startup is different, so don ' t do yourself the disservice of wasting time on something that isn ' t maximizing your potential. Get Big Fast

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