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The Lean Startup approach fosters companies that are both more capital efficient and

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Successful Businesses.  
Each time startups and  
innovations fail, huge  
amounts of money, time,  
passion, and skill are  
wasted. Yet, with the  
right processes, their  
success could be  
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Steer dives into the Lean Startup method in detail, showing one major turn through the core Build-Measure-Learn feedback loop. Beginning with leap-of-faith assumptions that cry out for vigorous testing, you'll learn how to build a minimum viable product to test

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those assumptions, a new accounting system for evaluating whether you're making progress, and a method for deciding whether to pivot (changing course with one foot anchored to the ground) or persevere.

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Startups don't fail by chance, they fail due to mistakes that can be

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Summary of The Lean Startup: How Today's Entrepreneurs Use ...

Lean startup is a methodology for developing businesses

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and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis -driven experimentation, iterative product releases, and validated learning.

Lean startup - Wikipedia

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