practice trumps theory
Raise Your Odds of Success

Intro to Running Lean

Why Products Fail   Video 2 (coming soon)   Video 3 (coming soon)   Video 4 (coming soon)

Why Products Fail

We live in an age of unparalleled opportunity for innovation. With the advent of the Internet, cloud computing, and open source software, the cost of building products is at an all-time low. Yet, the odds of building successful startups haven't improved much.

Most products still fail.

In this video I'll outline the top 3 reasons why this happens and outline how to overcome them.

Let me know what you think...
Please **leave a comment** for me below (and then go ahead and **hit those share buttons**!)

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👤 | Join the discussion…

👤 **Benjamin Metenier** · 3 months ago
Ash Hello , I am a student in France, Grenoble. After reading " Business Model Generation ", " Lean Startup " and actually " Running Lean " I fell in love with this new way of undertaking . Good luck for the future and thank you.
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👤 **Kevin C** · 3 months ago
Great intro to the book. I'm looking forward to connecting with folks that think "Lean" is closer to "fast" than "Cheap". I can't wait to get into the leancanvas.
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👤 **ram menon** · 4 months ago
Hi ash, I found this video extremely inspiring in its simplicity and noiseless narrative. As an engineer I find its signal to noise ratio fantastic.! I have worked in large corps as well as founded startups and am at present working on a new vision. Yourvideo has helped me to see moreclearly the tasks that need to be addressed and look forward to going through the next videos and your book.
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👤 **Gary Tremolada** · 14 days ago
The biggest challenge is narrowing the focus and then dominating that space as a learning and development professional. Thank you for the content.
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👤 **Michael Busch** · 18 days ago
Hello Ash, in the last years I learned, that nearly the same principles
apply for improving existing products. You spent a lot of effort in
developing a better solution, but in the end most of your costumers feel
no advantage. Although our company was founded 17 years ago, I hope that we
will be on a more innovative way with running lean.
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👤 **Ushnish** · 18 days ago
Plannning on applying Lean Canvas to a startup Cooperative. Have not seen too cooperative business models using Lean Canvas yet.
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👤 **Danji Barrett** · 18 days ago
This was brilliant Ash. Main takeaway is to zero in on a specific identifiable customer segment that I can structure a model around. Sounds perfect for me
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👤 **FitAura** · a month ago
Hey Ash, Love your video, blog and book. I'd say the biggest challenge is finding the right co-founder. Any suggestions there? Thanks!
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👤 **Jorge Hernandez** · a month ago
Hello Ash, Thank you, nice video teach us from the begining.
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👤 **FitAura** · a month ago
Ash, great stuff here. I'm looking forward to reading your books and then sharing your wisdom with the masses! Thanks!
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👤 **R.B** · a month ago
Watched it twice. Lots of great information.. What and where is the 'Facebook like button' that you mention?

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