

Exploring Lean Startup: A Structured Review of Core Concepts, Challenges, and Future Research Opportunities

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ABSTRACT

This study reviews the development and application of the Lean Startup methodology and explains how its main ideas have been used in entrepreneurship and organizational innovation. It focuses on key principles such as validated learning, iterative experimentation, and minimum viable products, and examines how these concepts have been interpreted and applied across fields including entrepreneurship, innovation management, and organizational design. The goal is to synthesize existing knowledge, highlight ongoing debates, and clarify the role of Lean Startup in managing innovation under uncertainty. A structured literature review was conducted covering peer-reviewed journal articles, conference papers, and influential practitioner publications from the past two decades. The literature was organized into themes including the evolution of Lean Startup, its practical applications, key success factors, common implementation challenges, and evidence of its outcomes. The findings show that Lean Startup has become a widely used framework due to its emphasis on experimentation and customer feedback. Research suggests it can reduce uncertainty, accelerate product–market fit, and support better decision making. However, challenges remain, including organizational resistance and difficulties applying the approach outside flexible or digital environments. This review integrates existing research, highlights gaps in the literature, and suggests directions for future empirical studies while offering insights for both scholars and practitioners.

JEL Codes:

Keywords: Lean Startup; Entrepreneurship; Innovation Management; Validated Learning; Minimum Viable Product (MVP).