

# Mistakes Startups Should Avoid



- ☐ Skimping -OR - over-thinking your business plan.
- ☐ Trying to do a start-up alone - OR - Having too many co-founders.
- ☐ Trying to force a business that Isn't working - OR - Falling to spend enough time researching the business idea
- ☐ Lacking focus and Identity.
- ☐ Being Rigid About Your Idea - OR - Lacking an exit strategy.
- ☐ Underestimating financial requirements and timing.
- ☐ Not asking for help.
- ☐ Spending too much time on product development, not enough on sales.
- ☐ Falling to recognise the gap between sales and profit.
- ☐ Settling tor "good enough" Instead Of pushing towards ideal.
- ☐ Seeking confirmation of your actions rather than seeking the truth.
- ☐ Entering a market with no distribution partner.
- ☐ Trusting experts, rather than your gut.
- ☐ Hiring convenience rather than skill requirements.
- ☐ Not Maintaining Relationships.