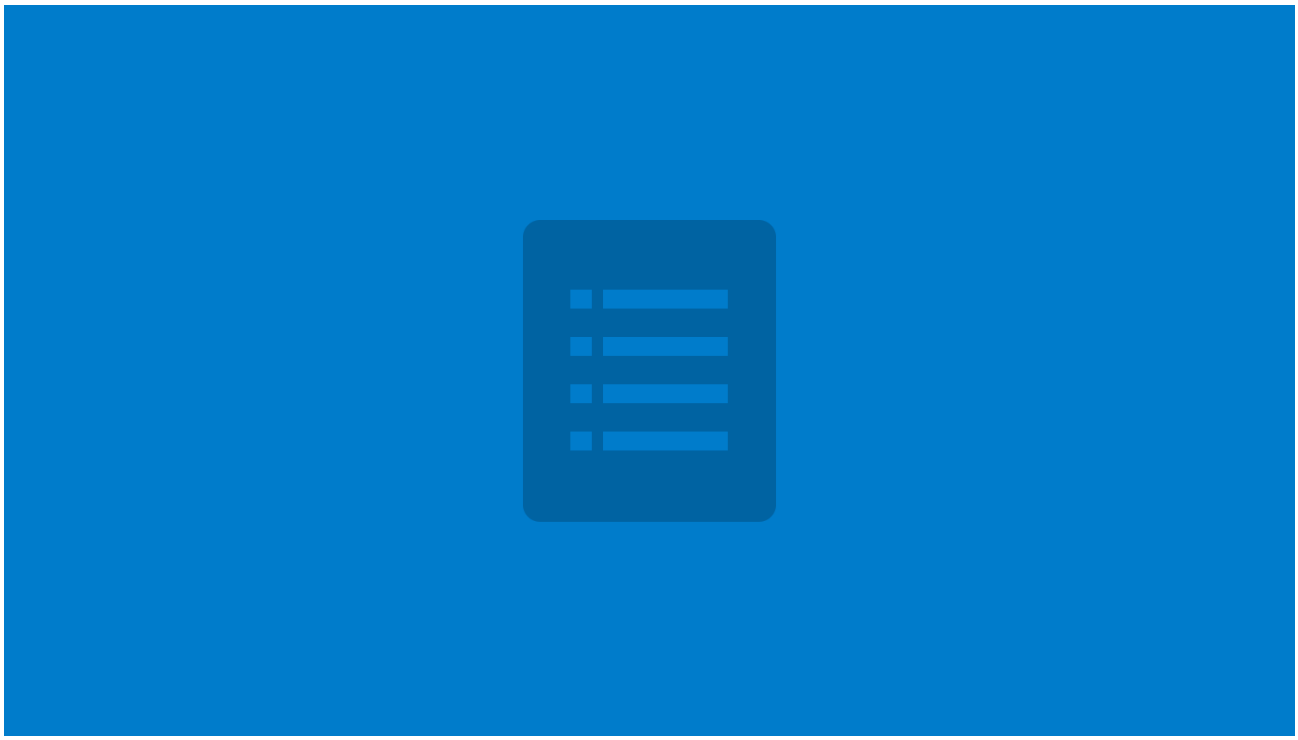
Mistakes Startups Should Avoid



- [ ] 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.

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