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.