

# TOP 10

## Top 10 Start-up Mistakes

### **1. Not enough money**

Cash flow is critical to a startup business. Ease into the business so that you start doing it on a part-time basis until you know that it will make enough money to support you.

### **3. Poor or inadequate market research**

Many businesses fail because the owner did not spend enough time researching the business idea and its viability in the market. Accurate market data will help prevent over-optimistic forecasts.

### **3. Losing momentum**

It takes time to develop a new business and for people to react to what you have to offer. Make sure that every day you are making progress to move your company forward.

### **4. Taking your eye off the competition**

During the busy start-up phase it can be easy to forget to set aside enough time to monitor the competition. However, it's essential that you are ready to respond to competitors in your market place.

### **5. Not hiring right away**

You should begin looking at who can be brought on board to help you from the first day of starting your company. You need to be spending your time working on the business, and not in the business.

### **6. Setting sights too high**

It is important to make realistic forecasts about your business' potential. During the start-up phase, it can be easy to make over-optimistic forecasts, however there can be serious consequences for your business if your projections are not realistic.

### **7. Getting off the ground**

It usually takes three years of hard work to make a business. Year one is all about the excitement of getting started. In year two business owners often find themselves still not making much money and the startup excitement has faded.

### **8. Don't build around a customer**

Talk to potential customers, see what they are interested in, identify who has money and what their obstacles are and then create your product / service around them.

### **9. Don't seek mentors**

Find mentors who have knowledge of your industry and will give you time out of their day to help you. If you show genuine appreciation and approach the right people, the advice you get will help make or break your company.

### **10. Don't get involved in the community**

Countless opportunities are generated by connecting with other entrepreneurs.

