

# Mistakes Startups Should Avoid

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- 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.