

Common Lean Startup Mistakes for Startups 4

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Some emerging projects start their business with the idea of Lean Startup, but by breaking the concept down to a quick start in launching the project, neglecting the application of the business management methodology to the extent that does not hinder its launch, and does not cause it to stop due to

financial or marketing difficulties and others. Here are the top 4 most common Lean :Startup mistakes

!!Lean Startup without a systematic Market Research study -1

Business owners who started with the idea of Lean Startup are surprised that there are difficulties in the market, believing that some simple information about the market is .enough to decide whether to enter it or not

For example, when you start to manufacture a product or provide a service, you find that this product or service is undesirable, or the presence of a strong competitor offering that !at competitive prices means a sure loss

There is no future vision for the project for some Lean Startup -2 !!projects

Startup projects start their work and when they reach an initial stage of stability, their owners start thinking about developing them and expanding services, but they are surprised by their inability to do so for several reasons, the most important of which is the lack of a future vision for these projects and that this expansion and development either needs additional resources that do not exist or it is difficult for reasons related to the .market Himself

| ?How do you protect your startup from collapse

Marketing without a plan and traditionally does not depend on -3 !modern technologies

The high cost of traditional marketing using old ideas such as appointing a large number of marketers and opening many outlets for distribution exhausts the estimated budget of the project, and its results are usually useless due to the intensity of competition and direct purchasing power to shop through the channels provided by modern technology ! such as e-marketing

| The importance of using technology in the emerging business sector

Wrong discretionary budget and failure to specify and diversify -4 !!!funding sources

Failure to use the business management methodology in LeanStartup projects leads to wrong estimates during budget preparation for the project, which leads to facing financial difficulties while the project reaches a stage that cannot be stopped temporarily for .modification, and the state of resource depletion continues until the project stops

The failure to specify and diversify the sources of funding, in the belief of some emerging business owners that the subject budget (which we talked about is wrong) can spend on the project until reaching the stage of stability. This also leads to facing serious financial difficulties such as high operating expenses and weak returns, which requires additional .unplanned sources of funding. Its causing the project to stop

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?Financing startups.. What are the ways to obtain it