

8

Mistakes

That Kill
STARTUPS

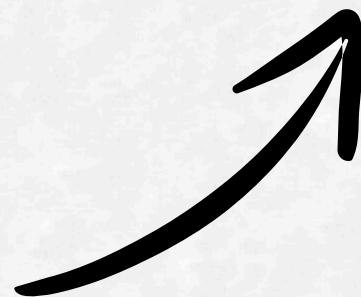
Starting a Startup? Know these before :



1 - Single Founder

Going solo can be tough. Having co-founders brings diverse skills and support, making the journey easier and more effective.

Example: Nithin and Nikhil Kamath, Founders of Zerodha worked together to build their successful company.





2 - Bad Location

Choosing the wrong location can limit your growth. Make sure your startup is in a place that attracts the right talent and customers.

Example: Zepto - A Startup aimed at delivering online groceries, & daily needs in just minutes, first focused on the most populated cities of India like Mumbai. So, location matters the most in both online & offline business.

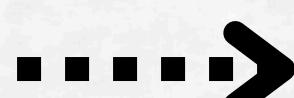
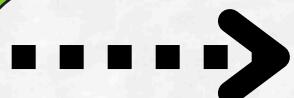
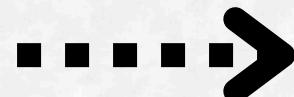
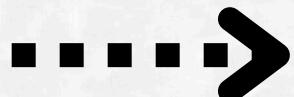


The Zepto logo is displayed in a bold, sans-serif font. The letters are colored with a gradient: 'z' is red, 'e' is orange, 'p' is yellow, and 't' is green. The 'o' is split horizontally, with the top half being orange and the bottom half being green.

✖ 3 - Wrong Platform

Not all platforms suit every business. Choose the one that fits your audience and business model best. The right platform can make all the difference.

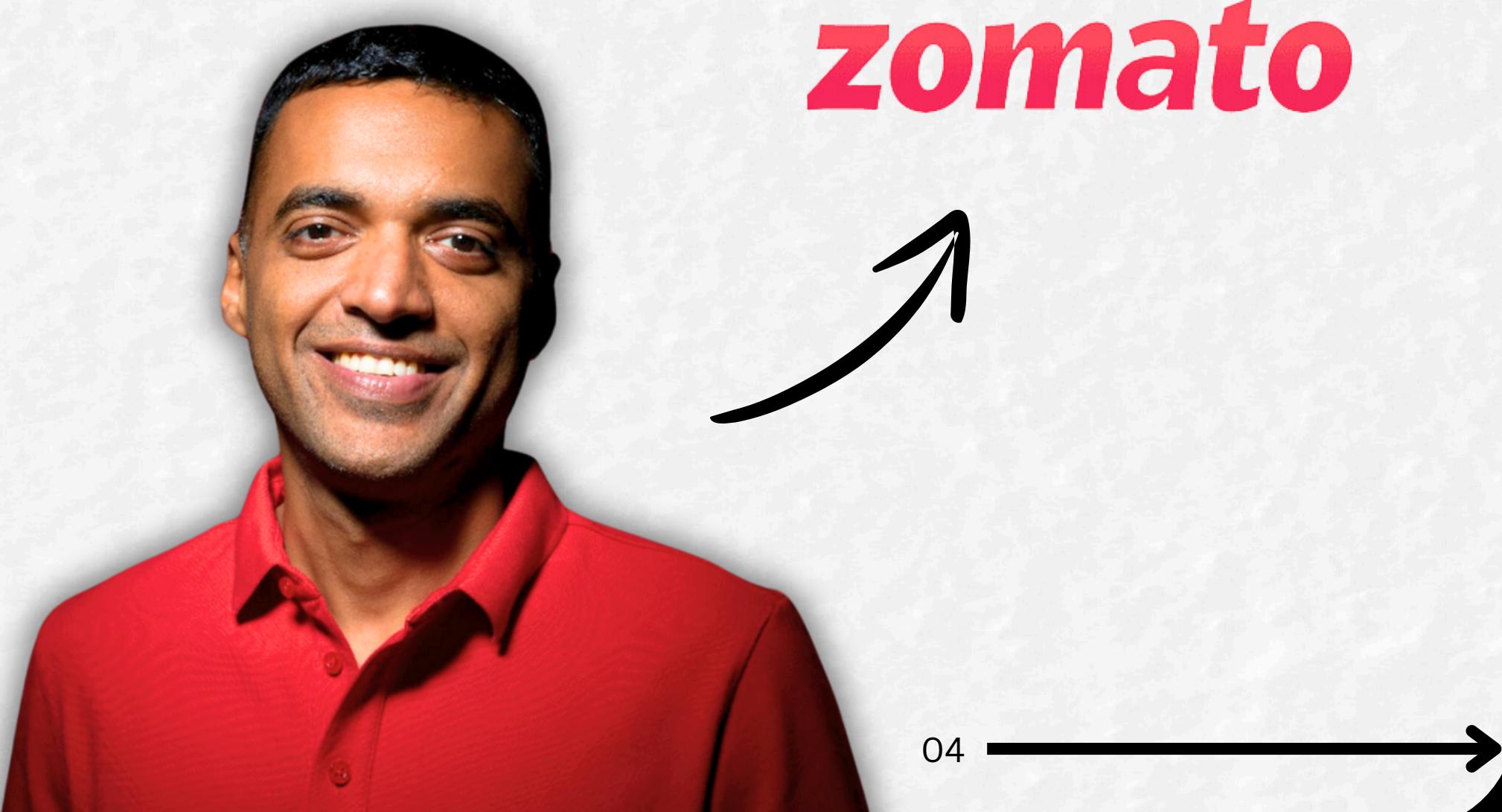
Example:



✖ 4 - Lack of Money

Running out of cash is a common killer. Plan your finances carefully and always have a buffer to cover unexpected costs.

Example: Food Delivery Giant Zomato's Founder once said that he always had at least the next 4-months money to sustain and come back.



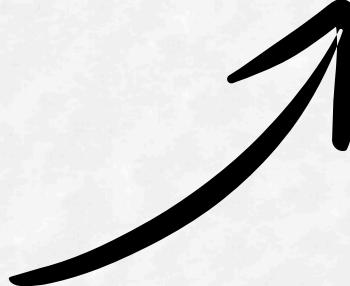
✖ 5 - Hiring Bad Employees

Your team can make or break your startup. Hire people who are not only skilled but also share your vision and work ethic.

Example: Once, Mamaearth's Co-Founder Ghazal Alagh, said, "Your company is nothing without your team members. So, your hiring game should be top-notch."



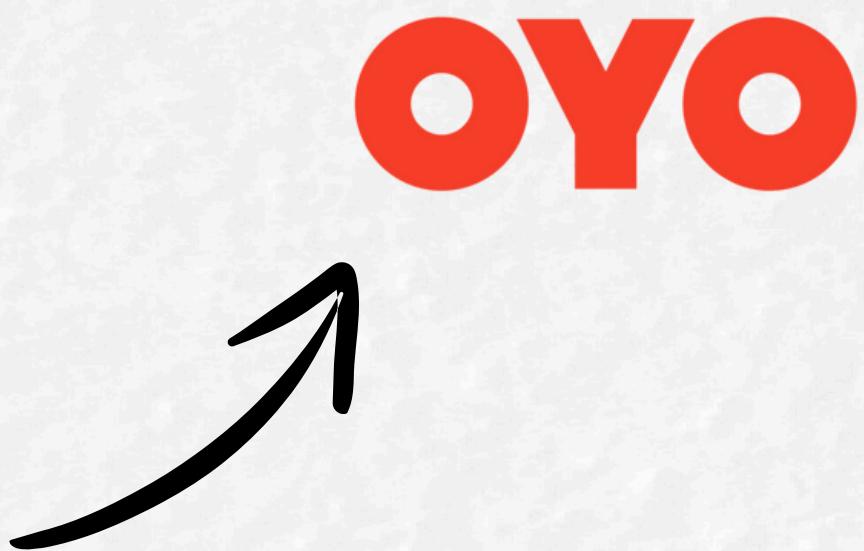
mamaearth™



6 - Lack of Effort

Success doesn't come easy. You need to put in consistent effort and hard work. Passion alone isn't enough without dedication.

Example: In a conversation, OYO Rooms Founder Ritesh Agarwal Said, “I’m lucky to be living in a generation where it doesn’t really matter how old you are, it just requires commitment & efforts to make a positive difference.”





7 - Bad Planning

A solid plan is your roadmap to success. Without it, you're navigating blind. Make sure you plan every step carefully.

Example: Once, boAt's Co-Founder Aman Gupta, said, "Our product is excellent, and coupled with outstanding marketing, that is what is the secret to our success." resulting in, the company as the 5th largest wearable brand in the world.



8 - Starting Late

Waiting too long to start can cause you to lose valuable time and opportunities. Start early, learn from your mistakes, and start over again to succeed.

Example: The Founder of Cred & Freecharge, Kunal Shah, once said that he started working at the age of 15 only to deal with the family's financial crisis. He started with designing & programming leading to the Unicorns today.



CRED

Ready to Succeed?

Avoid these **mistakes** and set your startup on the path to success.

Follow us for more tips and insights on building a successful business!

