# 3 Ways to Fail with Your Startup

Let me teach you how to fail with your startup.
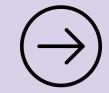
**Adi Gheorghe,**
Mentor & Coach for Tech Founders

# Way #1. Falling in love with the solution.

☑ **Key Strategy:**
- building a product for at least 6 months
- not talking at all with potential customers

☑ Theory you already know:
- Your solution is not the Product.
- Your customers dictate the Product.

☑ But anyway.

**Adi Gheorghe,**
Mentor & Coach for Tech Founders

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# Way #2: No monetizable Pain

☑ **Key Strategy**

- You are trying to solve 10 problems at the same time, but none of them really solve it.

**or**

- When you ask your customers if they have searched for a solution to their problem, the answer is No.

☑ They don't need a solution to a non-existing problem, but you will build it anyway!

**Adi Gheorghe,**
Mentor & Coach for Tech Founders

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# Way #3: Targeting Everyone

☑ **Key Strategy**

- Your customer Target is Industry X, Y, and Z.
- You are targeting small, medium, and large customers.
- Results are telling you this isn't going, but you are doing it anyway!

☑ Your potential customers are confused by a solution that is not customized to their needs. They get lost.

**Adi Gheorghe,**
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