



3 Ways to Fail with Your Startup

Let me teach you how to fail with your startup.



Adi Gheorghe,
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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.



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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!



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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.



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