

THE LIES ABOUT ENTREPRENEURSHIP & STARTUPS



Lie	Reality
All you need is a great idea	<p>Ideas are nothing. Just with an idea you don't have a business.</p> <p>To build a business you need countless hours on human work and iteration.</p> <p>Building a business is so complex ideas change all the time as the business grows.</p>
Product Market Fit is just having 1M ARR	<p>Product Market Fit is a made up concept. It doesn't exist. Reality is you either have a product that solves the problem that people have or you don't.</p> <p>In order to get to the point of having that product you have to ship and iterate, but it's fairly simple</p>
A great product will sell itself	<p>Even the best products need a robust marketing strategy and active sales efforts to reach and convert customers.</p>
Launching an MVP will Validate your Bbusiness Idea	<p>An MVP is just the beginning; it requires continuous iterations and improvements based on user feedback.</p> <p>Expectations that MVP will validate your business make startups die.</p>
You always must follow Lean Startup	<p>Lean principles help reduce waste, but it can also create a lot of fear of execution. Doing things half-heartedly will likely fail.</p>
Being the First in the Market guarantees long-term success	<p>First movers often face significant challenges, including educating the market and high initial costs; later entrants can learn from their mistakes.</p>



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Notion

stripe

slack

deliveroo

alan

wiz

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Founders need to Know about Everything.	Delegating tasks and focusing on core strengths while building a competent team around you is more effective than trying to do everything yourself
You can Achieve Success without Failure	Failure is part of the journey; learning from mistakes and adapting is key to long-term success.
The more hours you work, the more successful you'll be	Quality and strategic work are more important than sheer quantity; burnout can hinder productivity and decision-making.
Customers will be loyal if your product is good	Customer loyalty often requires ongoing engagement, excellent customer service, and continuous product improvements.
You're either a good entrepreneur or you're not	Entrepreneurship is a continuous learning process. Success comes from constant learning, adapting, and improving.
Being disruptive is inherently good and guarantees success	Disruption can backfire if not executed carefully; it can lead to resistance from customers and competitors.
Offering a free tier will naturally convert users to paying customers	Conversion from free to paid users requires strategic planning, value addition, and sometimes significant time.

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