

**BET  
STARTUP  
FUCKUP**  
ODDS



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# 90% - WE'VE HEARD IT ALL BEFORE

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## THE PROBLEM WITH STARTUP ADVICE:

- FRAGMENTED ACROSS MANY SOURCES
- ONE-SIZE-FITS-ALL, NOT MATCHED TO YOUR NEEDS
- FOCUSED ON SINGLE BUSINESS ELEMENTS, NEVER HOLISTIC
- EXPENSIVE: ACCELERATORS, AGENCIES, COURSES

## SOVA IS DIFFERENT:

- ONE HOLISTIC DIAGNOSTIC TOOL
- MATCHES YOUR NEEDS TO EVIDENCE-BASED SOLUTIONS
- CONSULTANT-GRADE FRAMEWORKS AT A FRACTION OF THE COST
- ONLINE, SELF-PACED, BUILT FOR AUSTRALIAN FOUNDERS

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