**Why Startups Fail?**

Having a brilliant concept is the first step in beginning a business. The next step is to conduct market research to establish how practical the idea is  and what the present market for your idea looks like.While people come up with great ideas everyday 90% of these businesses still fail. 10% of startups fail-within the first year, which appears to be similar across all industries.Among startup businesses today, SaasS(software as a service) is by far the most popular and the most successful startup business.

SaaS has become one of the world's fastest-growing industries. Since the beginning of 2019, we've seen a surge in SaaS startups covering a wide range of industries, from concept to installation.SaaS firms, like any other type of startup, have a high failure rate.Despite it’s growth and funding, an estimated 92 percent of SaaS startups die within three years.Do you want your great ideas to be more than just great ideas and successful? Here are a list of reasons why they fail below.

**SaaS Over Saturation**

The SaaS market is overrun with thousands of businesses that do the same thing,Too much choice can be very strenuous,I know its sounds crazy that having a lot of choices can be bad but just hear me out.There are a bunch of these soft-wares that really just do the same thing, there really are sites attempting to build for the same audience and for the same purpose. So what is the point? Getting customers is difficult enough, talk more of poaching them   it would be better to assess what specific aspects of the service you want to clone that you believe are missing and then try to offer those.This way, you can attract the same or similar audience to your product, and perhaps other businesses.

**Funding**

Funding, I know it's the most popular, but there's no getting around the fact that proper funding is required to make your business stand out and take off because, let's be honest, almost any SaaS startup right now already has one like that and has its customers. Money truly does move mountains, and in this case, people are the mountains. Let's break it down and get away from the metrics, statistics, and business models. Netflix is a SaaS company in the sense that it has software that allows you to watch licensed videos on demand and operates on a subscription basis.Now imagine someone wants to start a SaaS like Netflix. You'll need proper funding to topple them essentially by offering more licensed videos than they do or more recent movies. We've all had the occasional "Netflix and chill" where you search for a movie on Netflix and see it on the search results but the movie isn't actually there but to be able to offer this where the competition is lacking you need the money because paying to stream licensed videos is no small feat.So essentially proper funding is necessary to offer more services than the competition and also to attract customers.

**Conclusion**

Despite these startup issues,SaaS businesses continue to thrive, with revenue expected to exceed $278 billion by 2022. If you are starting a SaaS business, do your research, understand the business requirements, and keep the challenges listed above in mind, and you will be well on your way to success.