

Can you name **ONE** of the
three top reasons that
start-up companies fail?

01

42%

NO MARKET NEED

Startups succeed because they are solving a particular problem users are experiencing.



02

29%

RUN OUT OF CASH

Startups can run out of cash not just when they are underfunded, but when they receive too much and spend recklessly.



03

23%

NOT THE RIGHT TEAM

Lack of motivation, expertise or common vision can all contribute to a startup's undoing.

[Click here for more info on this topic](#)

1. Why do you think it is so hard for start-ups to figure out what the market needs?
2. Think of a company in your town that has done well (i.e. has lots of customers, always busy, been in business a while). Name three factors that you think led to their success.
3. You want to start a company and know the importance of having a great team. What skills/traits would you look for in potential employees?