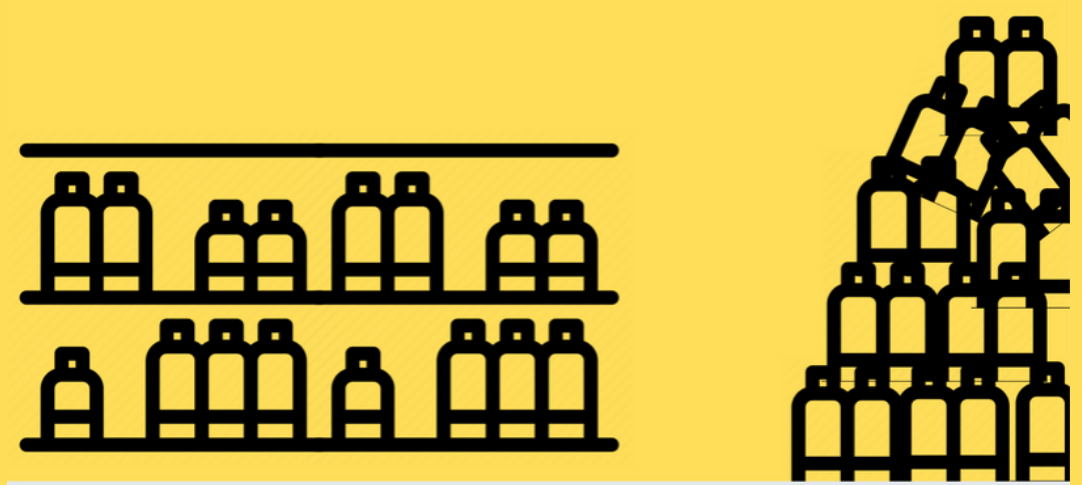


From start-up to... Corporation

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Objective: How to create a startup that will succeed? Main reasons for startup failures.



#Lack of market demand

One of the most important reasons for startup failure is the lack of demand for your product. The shortage of appropriate actions and the belief that your product is the best can be fatal. Your customers are in need of solutions that are not available on the market.



#Insufficient funds

The problem occurs when your account does not have enough money available to cover your payment.



#Disharmony in the team

A diverse team consisting of various people, different views and opposing skills is the basis of every company.



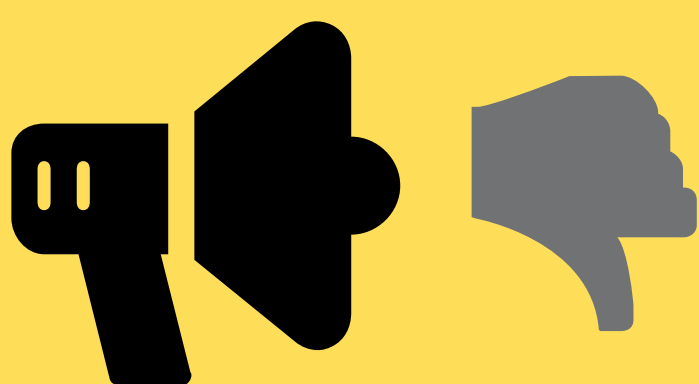
#Worry about competition

In practise, every company has to face the competition. It is common for startups. However, they should not pay too much attention to the rivals. Find the appropriate balance.



#Expensive pricing

Prices should be closely correlated with product quality, especially in startup companies. If a product is priced too expensive it will be difficult to find a client for it and it might fail to bring in customers to make it successful.



#Poor marketing

For a successful startup, it is crucial to target the right audience. You should be focusing on getting the attention from the customers and convincing them into buying your product

#Ignoring customer's needs

#Lack of passion

#Legal challenges