

WHAT MIGHT KILL YOUR START-UP?

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GOING SOLO

Being a single founder is probably one of the most obvious reasons why investors will not invest in your start-up. And that may be the beginning of the end for you or maybe not – Alibaba's founder Jack Ma was the single founder.



TOO RIGID

Snapdeal tweaked its business model several times before settling down to marketplace model. The idea you started with can become obsolete the next day. Don't hung up on that. Remember change is the only constant in life and that goes for start-ups too.



WRONG PLACE

You don't need to be in Silicon Valley or Singapore or Bengaluru to become the next Apple or Flipkart. But you also must not be far away from the ecosystem. Change location before changing anything in your start-up.



WRONG PRODUCT/ MARKET FIT

A start-up's life can be seen in two phases, before product/market fit and after product/market fit. Most of the time go into finding the right fit, and in India too, most start-ups fail even before getting to that mark. Forget everything else, focus on getting that right to get every other thing right.



SECOND-HAND IDEA

A copied idea can certainly work. But only when it is applied to a new market or in an existing market where that copied idea is better than the original or existing one. There can be only so many Google, Zomato or Ola one can create as most of them will rest in peace sooner or later.



AHEAD OF TIME

People say there is no right or wrong time to do business. Until one does it, he/she will never get to know whether it is right or wrong. But make sure your business is not ahead of its time like SixDegrees.com, world's first social networking site launched in 1997 that went down just seven years before Mark Zuckerberg founded Facebook.



CO-FOUNDERS' CONFLICT

This is highly common among start-ups' founders. Often one's ambitiousness gets into another's logical idea to move ahead. But this is rarely disclosed as the reason for failure.



SPENDTHRIFT

We think it is bad to be money-minded but perhaps it is the best thing for a start-up entrepreneur to be. Count every penny, travel in public transport, shop less, reduce family outings and whatever to fuel your start-up dream. Get people who are backed by passion not money and grow by word of mouth instead of just throwing away initial capital.



PROFIT MAKING

Almost none of the e-tailers today are profitable but have millions of registered users. The idea is to increase user base to grow rapidly instead of looking at profits, though profit certainly comes into picture particularly for investors, but later. Focus on top line, bottom line will eventually look good.