Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems

- No Market Need: 42%
- Ran Out of Cash: 29%
- Not the Right Team: 23%
- Get Outcompeted: 19%
- Pricing/Cost Issues: 18%
- Poor Product: 17%
- Need/Lack Business Model: 17%
- Poor Marketing: 14%
- Ignore Customers: 14%
- Product Mis-Timed: 13%
- Lose Focus: 13%
- Disharmony on Team/Investors: 13%
- Pivot gone bad: 10%
- Lack Passion: 9%
- Bad Location: 9%
- No Financing/Investor Interest: 8%
- Legal Challenges: 8%
- Don't Use Network/Advisors: 8%
- Burn Out: 8%
- Failure to Pivot: 7%

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