

The Critical Role of Visionary Entrepreneurs

People who come up with inspiring ideas are of extreme importance to the economy as they create new businesses, generate jobs, and drive economic growth.

The Scotland Government Annual Report of 2023 highlighted a significant issue in the UK: Poverty gaps persist due to a lack of entrepreneurs.

Despite extensive education, university degrees, meticulous planning and modern digital marketing strategies, 60-90% of start-ups reportedly still fail within the first five years.

When I started researching the reasons behind startup failures,

I realised the necessity to re-evaluate our current approach. This insight led me to develop a revolutionary program designed to address the real challenges directly.

the definition of insanity is to do the same thing over and over again & expect a different outcome.

These words are credited to Albert Einstein.

Program 1: Provide the Blueprint for Startup Success

Common misconceptions and blind spots that even top intellectuals face often lead to catastrophic failures.

- **Digital Marketing Strategy:** Digital marketing is ‘ADVERTISING’ and it is just one of the many essential elements of marketing. Many startups fail because they focus solely on advertising while neglecting the other three crucial elements, not aligning the marketing elements, and missing critical components.
- **Online Shops vs. High Street Shops:** An online shop, much like a high street shop, doesn’t generate sales on its own, especially if the company is not well-known.