Mixing Dreams and visions is a common cause of failure:

It is important to have dreams as this drives us to search for opportunities and ideas.

But if the vision is similar to the dream and it is about ‘me me me’, then the consequences are catastrophic.

The vision can only succeed when it is 100% about benefiting others. Then money is the reward for success.

Example:
If you have a solution to help farmers, you will have to know the farming industry better than the farmers. Only then will you know if your services will excite them to buy it.

But if you produce a service attempting to serve a broad range of sectors and not just the farming sector, it will then be impossible from day one to find out the in-depth details about each customer, and you won’t be able to convince anyone.

The Role of Passion in Success

Our passion should be directed toward genuinely assisting our customers, which in turn enhances our wisdom and logical thinking. This focus enables us to provide real value, leading to our success.

If we are just focusing on ourselves and our dreams we will fail.

Investors are very smart, and they see that.