

Zero clinical evidence

Elaborately presented digital concepts from prestigious sources could dominate, although it lacks evidence that these concepts will work for new startups.

In our subject, yes the initial research has a cost and it is not guaranteed to prove that the idea is viable

But

That's where we stop taking further risks.

We must stop here and not carry on with creating a business plan based on those new elaborate digital concepts and start operating and carrying out online sales and marketing and other activities.

Pharmaceutical medications must pass clinical evidence tests by government-approved third-party laboratories before obtaining a government license to market them.

Sadly, in business, we don't have such laws

UNLESS

The customers during the research confirm that what you have is 'amazing' and they are willing to buy it,

the startup will fail.

no matter how great your website and online activities are.