

At present:

- **90% of Startups are failing** as challenges intensify with thousands of companies from all over the world competing for attention, as customers can now look globally, instead of just locally.
- Startups struggle to attract investment due to a misdiagnosis of their core issues, not realising what are the correct steps that would lead to investors' approval.
- Startups are relying on common strategies such as 'Digital marketing' and other activities that have already been tried endlessly without any significant results in the majority of startups cases
- Managing the business is very stressful even with the slightest growth as businesses strive to meet specific minimum sales targets to cover monthly costs.