

The biggest problem – The elephant in the room

A professional tennis player:

MUST undergo years of rigorous training to attempt to qualify for major competitions.

But sadly, in business, we too often rely on:

Our innate intelligence and limited life experience, we pick up sporadic unverified information and overlook the correct preparation essential for success.

Digital marketing has failed to stop the high level of startups and small business failures despite applying it according to instructions.

Business degrees, while beneficial for established companies, offer little advantage to fledgling startups.

New entrepreneurs wrongly assume that business degrees have the answer. If this was the case then every business graduate would be a thriving entrepreneur, and we wouldn't have 90% failure among startups.

Exceptions to the rules:

Life is rife with exceptions, and indeed, some startups do succeed against the odds. These outliers, however, are not the norm but rather the minority rare exceptions among widespread failures.