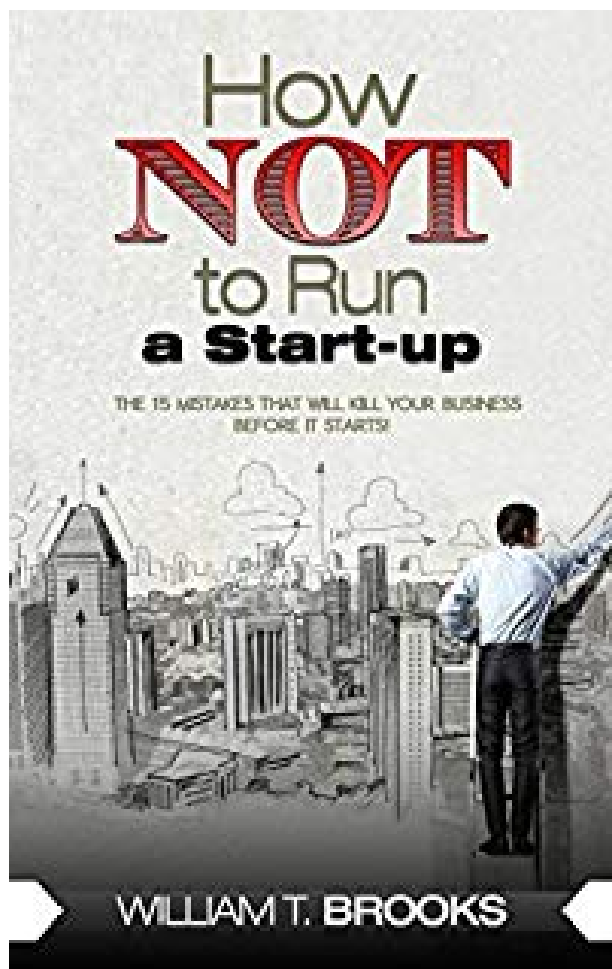


How NOT to Run a Start-up: 15 Mistakes That Will Kill Your Business Before It Starts



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Did you know that 8 out of 10 start-ups fail within the first year? It is a frightening statistic that should be put into perspective for all those who are trying to run their own business. This is a story about easy to make mistakes that will ruin your start-up before it actually starts and how to prevent them. It was not meant to deter people from trying, but instead to show them the main mistakes even an experienced entrepreneur can make.