



10 Common Reasons Why Startups FAIL



Stephen N. Davis

"We Help Clients Scale And Grow Profitably"

The Grim Reality



- > Only .91% of Startups get Angel Funding
- > Only .05% of Startups get VC Funding
- > 75% of VC Backed Firms FAIL
- > 50% of All Startups FAIL Within 5 Years

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1 Dysfunctional Founder's Team



Dysfunctional Founder's Team

- Team Lacks Competence
- Lack of Diversity in Thought (Group Think)
- Relationship Problems
- Founder's Agreement not in Place
- No Clearly Defined Responsibilities
- No Real Passion for the Business
- Being Inflexible

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2 Failure to Build a Strategic Advisory Board



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3 Building Something No One Wants



Startups Wait Too Long to Talk With Customers



Over Building Their Initial Product



4 Choosing the Wrong Market to Go After



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Choose a Specific Beachhead Market



5 Not Having the Right BUYER Profile



6 Not Knowing the Value of Their Solution



7 Business Model Not Workable or Scalable



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8 Scaling Too Early



No Repeatable Customer Acquisition Strategy



**Going Viral is NOT a
Viable Go-to-Market Plan**



9

**Not Building the
Business**



**Chasing Investors/Funding
& Not Customers**



Focusing on Pitching



Going from Pitch Competition to Pitch Competition



10 Spending too Much



Running out of Cash



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We Help Clients Scale
and Grow Profitably

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Driving Profitable Growth

We help companies optimize business development and marketing; accelerate sales; and seize the most attractive growth opportunities.

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CXO Advisory Group

- CXO Advisory Group is a strategic operations advisory and management firm comprised of proven C-level executives with both breadth and depth of experience.
- CXO Advisory Group Team members have achieved success in positions ranging from: President/CEO to COO, and VPs of Sales, Marketing, Corporate Development and Human Resources.
- Has proven success in business development and in building US sales and distribution channels

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How Can We Help You?

Business Strategy Services

- Audit business practices and organization
- Evaluate product and pricing strategies
- Evaluate effectiveness of sales channel
- Assess effectiveness of existing sales and marketing programs

Market Entry Program

- Analyze competitive landscape
- Market launch strategy and plan
- Channel strategy and programs
- Establish sales channels
- Generate sales and manage relationships
- Identify and develop strategic partnerships

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How Can We Help You?

Sales Channel Management

- Review and revise sales channel strategies
- Channel partner identification, prospecting and recruitment
- Eliminate channel conflict
- Channel contract development and negotiation

Interim Management Resources

- Interim CEO, COO, CMO, CSO
- Interim VP of Sales and Marketing
- Consultant on staff
- Launch team coaches

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How Can We Help You?

Venture Advisory Services

- Fine tune operations, business strategy and market entry
- Assist with due diligence
- Strategic business assessment of portfolio companies

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Contact Information:

Stephen Davis

Interim COO/VP Sales & Marketing |
Business Consultant | Sales Channel and
Business Development Expert | Author &
Speaker

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Phone: (508) 528-7571
Email: sdavis@cxoadvisorygroup.com
Website: www.cxoadvisorygroup.com
LinkedIn: [in/stephendavis](https://www.linkedin.com/in/stephendavis)
Twitter: [@stephendaviscxo](https://twitter.com/stephendaviscxo)
