

Why Startups Fail

Business & Management

The documented reasons, in rough order of frequency.

Drawn from post-mortem analyses of failed startups.

Cause	Looks like
No market need	Built something nobody wanted
Ran out of cash	Scaled before fit; misjudged runway
Wrong team	Missing skills, or co-founder conflict
Out-competed	A better-funded or faster rival
Pricing / cost problems	Unit economics never worked
Poor product	Shipped, but not good enough
Ignored customers	Built on opinion, not evidence

'No market need' consistently tops these lists. It is a discovery failure, and it is preventable before writing any code.