

Top Ten Lies of Entrepreneurs



Guy Kawasaki
CEO, Garage Technology Ventures

Top Ten Lies of Entrepreneurs



1

“Our projections are conservative.”

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2

“Gartner says our market will be \$50 billion by 2005.”

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3

“Boeing will sign our contract next week.”

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4

“Key employees will join us as soon as we get funded.”

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5

“No one else is doing what we do.”

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6

“Several firms are doing due diligence.”

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7

“Oracle is too slow to be a threat.”

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8

“Beta sites will pay to test our software.”

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9

“Patents make our business defensible.”

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10

“All we have to do is get 1% of the market.”