

10 Traps for New Software Ventures

Are you in danger of getting stuck in one of these “traps” that limit your success? Common obstacles for new software ventures include:

1. Technology looking for a problem to solve
2. Starting multiple businesses in one
3. Winning a once-in-a-lifetime deal
4. Successfully solving a 3rd tier problem
5. Target market is too small—or too large
6. Don't /can't charge enough to stay in business
7. Selling the wrong customer
8. Don't make the case for your solution
9. Marketing for recognition, not revenue
10. Virtual company without connections

Our *10 Traps for New Ventures* was developed through our work with clients, study of research and observation of the software industry over the last 25 years. Although it is not a comprehensive list, it reminds us of obstacles new ventures face and common mistakes.

We've found this thought-provoking list to be a good starting point for discussion on how to grow a business. If you'd like to talk, give us a call.

