

WHAT ARE THE SIGNS OF A FAILED START UP?

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ABSTRACT

The new trend these days and new generation people that aim to have their own business with new innovation or their own passion or people who tend to work in startup companies that most people only the successful of them. This research will focus on the important factors of a startup company that failed within the early year. Due to the author's experiences of working in a failed startup company and would like to provide a detail in each factor that let the company fail at the end.

This research was conducted in a qualitative method with the author's in-depth experience data and interviewed two senior directors who are currently working in that start up company to data information and their perspectives in each factor such financial management, Inappropriate business model, leadership management, External risk factor.

KEY WORDS: Failed Startup / Financial Management / Inappropriate Business Model / Leadership Management / External Risk Factor

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