MARKET

FACTS!

MARKET FACT #23

by Peterson Teixeira - CEO / Founder
www.petersonteixeira.com

MARKET FACT #23

90%

of all Startups fail on The Market

DATE: September 1, 2023

COMMENT: Because of the level of risk involved in starting and running a business, failure is actually more common and a market standard than people are usually aware about. Market stat: 9 out of 10 startups fail. When Vcs are involved, **7.5 out of 10 venture-backed startups fail**. There's more: 75% of venture-backed companies never return cash to investors and in 30-40% of the cases, investors lose their initial investment. That's hard earned money going "wasted" on Business Adventures. When it comes to the 1st YEAR of operations, **2 out of 10 new businesses fail in the first year**. A**nd only 1% of startups become unicorn firms** like Uber, Airbnb, Slack, Stripe etc. Finally, **The success percentage for first-time founders is just 18%**. So if you're running a business or a startup, you're already playing a hard game. Remind yourself of that reality. Because knowing what you are up against, can only benefit you in both the short-term and the long-term. Hence why, running a business is like trying to be a superhero. Nothing less.