

# Q & A: What Is the Single Most Important Thing One Should Know Before Launching a Startup?



**A:** There isn't a simple answer to your question.

Imagine embarking on a kayak trip across unfamiliar territory.

What one thing would you take?

Food, water, warm clothing, camping equipment, cell phone?

Point being, narrowing the answer to one thing is dangerous.

I could cite business maximums, such as find a need and fill it,

but that advice is often misinterpreted.

Skills and aptitudes, knowledge, and values must be compatible with goals.

Critical thinking, a marketing mentor, and financial know-how are key.

Yet up to 85 percent of startups fail, says Gary Bredow, host of the PBS program *Start Up*.

Perhaps the statistic may hold the answer to your question:

Of the startups that succeed, what are they doing that most

aspiring entrepreneurs overlook?

Dee Adams is the author of  
*Finding Your Niche: Discover...*