



# FACE YOUR FEARS

Starting a new business can be scary,  
but don't worry, you aren't alone!

HERE ARE 5 COMMON FEARS OF ENTREPRENEURSHIP  
AND HOW TO OVERCOME THEM.

## FEAR

## SOLUTION

### FAILURE

**Is all of your hard work worth it?**

You've heard the statistic:  
**90% of startups fail,**  
and that's a big number!

Take steady steps to research and  
validate your idea, goals, and market  
with educated advisors.  
Usually the biggest successes  
come after several failures.

### INADEQUACY

**What if you aren't qualified  
to execute your idea?**

You're just one person -  
you don't know everything!

Create a team!  
Get the best of the best  
across all categories necessary to  
bring your idea to life. You don't  
have to do this yourself!

### RISKS

**What happens if all of this  
is just a waste of time?**

When your money, reputation,  
and life are on the line, taking  
risks can be daunting.

Sometimes action is one of the  
best ways to overcome fear. A  
well-thought-out plan will make  
decisions feel less risky.  
Dive in, but be prepared!

### CRITICISM

**What if people don't like it?**

Your idea is your baby, and no  
one understands your vision  
better than you do.

Successful companies invest in  
receiving feedback. Different  
views provide a wholesome  
perspective. Apply constructive  
criticism to dramatically  
improve your business!

### INSUFFICIENT FUNDING

**What if you go into debt?  
What if investors hate you?**

Proper funding is an essential part  
of starting a company!

Consider all timelines and  
contingencies when developing  
your budget. Practice your pitch  
to investors and always ask  
for more than you need!

YOU MAY ENCOUNTER THESE FEARS WHEN STARTING YOUR NEW BUSINESS,  
BUT WE HOPE THIS EQUIPS YOU WITH THE KNOWLEDGE YOU NEED TO SUCCEED!