

MYTHS ABOUT ENTREPRENEURSHIP

You need a lot of money to start

Not necessarily! You can innovate, be creative, find a backer, and make the most of what you have to start yourself off!

Talent will ensure your success

You need a whole lot more than talent! It also takes commonsense, passion, perseverance, determination, a great product, a great team, and plenty of hard work along the way.

You have to be rich, famous or know the right people

Wrong! You don't need to be rich. You don't need special favours if your idea is great. Entrepreneurs come from all walks of life.

Banks won't finance startups

Yes they will. Think carefully about your approach. Present your bank manager with a thorough and well-researched business plan.

Most entrepreneurs make BIG money

There are hundreds of thousands of new startups each year. Most give up on their dreams along the way, and very few meet their targets!