

TOP TEN LIES OF ENTREPRENEURS

- 1. Our projections are conservative**
- 2. Our consultant says our market will be \$50 billion in year 2015**
- 3. “XYZ company” will sign with us next week**
- 4. Key employees will join us as soon as we get funded**
- 5. We have first mover advantage**
- 6. VC's are already interested**
- 7. Our competition is too slow to be a threat**
- 8. We're glad that the bubble has burst**
- 9. Our patents make our business defensible**
- 10. All we have to do is get 1% of the market**