



When should a startup consider pivoting?

#	Type	Reason
1	Lack of traction	If your start-up is not gaining enough traction, despite your best efforts, it may be time to reassess your strategy and pivot towards a more promising direction
2	Unsustainable business model	If your business model is unsustainable or unscalable, pivoting can help you find a new path that is more viable for growth
3	Market shift	Changes in the market or industry can make your current product or service less relevant, pivoting allows you to adapt to these changes and capitalize on emerging trends
4	Competition overload	If there's too much competition in your current space, pivoting can help you target a different market or niche that is less crowded
5	Financial strains	Running out of funding or facing financial struggles can be a sign that it's time to pivot and adjust your budget or business plan
6	Inadequate team	If your founding team lacks the necessary expertise, skills, or experience for your current product or service, pivoting can help you assemble a stronger team
7	Product-service gap	If your initial product or service doesn't meet the needs of your target audience, pivoting can allow you to refine and improve it based on customer feedback
8	Technological obsolescence	Rapid technological advancements in your industry can render your current solution obsolete, pivoting allows you to stay ahead of the curve with new technologies
9	Changing consumer needs	Changes in consumer behavior or preferences can make your current product or service less appealing, pivoting allows you to adapt and offer a more relevant solution
10	Inability to scale	If you're struggling to scale your business due to logistical, operational, or infrastructural challenges, pivoting can help you find a new path