

## **Biggest reasons JV partnerships fail.**

**1. Lack of communication.**

**2. Different objectives.**

**3. Unclear objectives.**

**4. Poor leadership.**

**5. Lack of support.**

**6. Imbalance of time, money or assets.**

**7. Different management styles.**

**8. Very different market audience (lack of research before partnering up)**

**9. Being inflexible.**

**10. LAUNCHING - You MUST have a clear, articulate plan for YOUR launch or you will be leaving e-mails and money on the table....**