

Comparative Study of Startup Success and Failure: Lessons from Prominent Ventures

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Abstract: *By contrasting five successful businesses (Zomato, Paytm, Urban Company, Flipkart, OLA) with five unsuccessful startups (TinyOwl, Stayzilla, Housing.com, Dazo, PepperTap), this research explores the elements that contribute to the success and failure of startup enterprises. Numerous business factors are examined in this analysis, such as consistent leadership, investment plans, market demands, business environment, resource availability, and technology adoption. With the use of a comparative analytic approach and a quantitative research design, the study attempts to offer thorough insights into the crucial factors that determine startup success or failure.*

Keywords: startups