



STARTUP LIFECYCLE FROM ZERO TO HERO

The main idea: The stages of development of a startup are associated with plant life: the seed is planted and watered, it grows in a stem with leaves, develops and a flower appears on the top. A flower is a symbol of plant maturity, and in the field of entrepreneurship, maturity means that a startup has grown into a stable business. In this article I will tell you how to make sure that your startup does not dry out and wither, but blooms with bright colors.

STARTUP'S LIFE STAGES

1 LAUNCH

Briefly about the stage: product launch and intensive work to promote the brand.

Ideal team: startup, marketer, developers, client manager, tester + lawyer, accountant.

Tasks:
vigorously promote the product be mindful of legal issues, such as brand registration carry out rigorous tests, optimization and troubleshooting improve both the product and the brand of the company, and especially its leaders re-search for investors

We divide the longest and most laborious "seed" stage into the following subclauses:

PRE - SEED

In short: you have a thought about a startup and you think about it.

SEED

In short: the concept is ready, the fans are found.

MVP

In short: it's time to make a basic version of a startup.

PRODUCT - MARKET FIT

Briefly: MVP is gaining momentum, and you enter the free market.

DEATH of VALLEY

Briefly: investments and cash investments were found, but there is no profit yet.

2 SCALE

Briefly about the stage: the growth and expansion of a startup. The ideal team in the last two stages grows with the development of a startup and changes depending on its direction.

Tasks:
hire cool professionals constantly look for new niches, market funnels, CA foster a corporate culture we will say the following about the last two stages - keep moving & believing and everything will work out.

3 MATURITY

Briefly about the stage: the stage of maturity and the beginning of an ordinary business.

Tasks: delegate management expand staff office look for opportunities to open a branch abroad create localized teams for more effective results continue to grow and develop

Not only Silicon Valley is able to reach cloudy heights.

- CONCLUSIONS :
- Every startup is
- different, every looks
- like another one, but it
- is still individual. A
- startup can turn out to
- be a spikelet of wheat,
- or maybe a huge oak. It
- all depends on you. The
- main thing is to grow it
- strong and sustainable.

