

From startup to... corporation

on the example of the company Dropbox, Inc.

Authors:

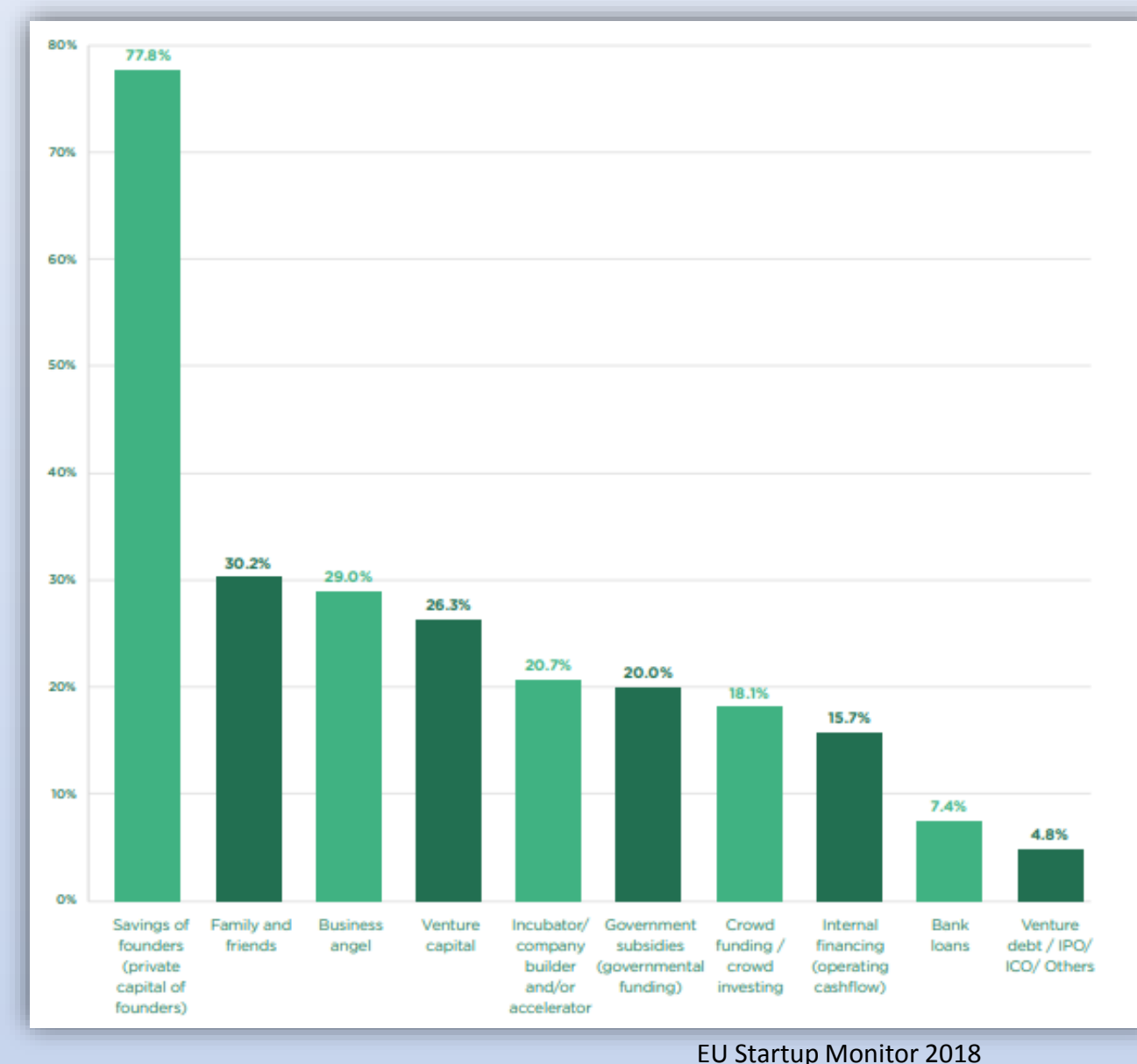
Eliza Jamro
Karolina Raszko
Kamil Folta
Sebastian Leśniak



How can a startup become a corporation?

The answer was based on desk research.

Financing Sources of Startups (EU countries only)

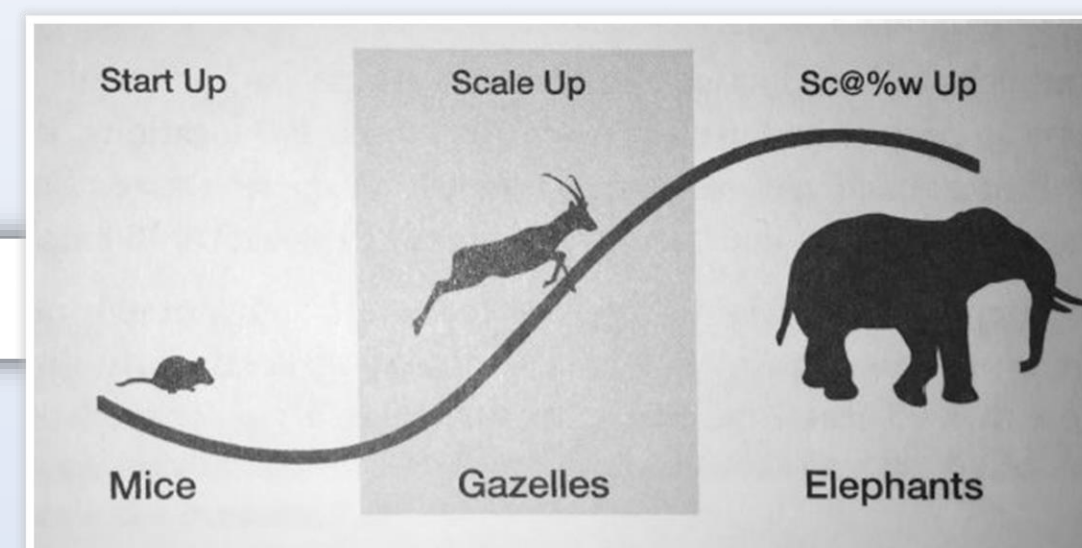


STEP BY STEP

The key to scaling from a start-up to a corporation which is the proverbial scaling from a Mice to an Elephant is following a key success factors. According to the authors, the essence of each business is its **people**. To guide them and sustain them you need to **constitute a bunch of rules** and act consonantly with those principles. Next important aspect is **creating a successful strategy**. You are not able to get ready for unexpected situations, but you can protect yourself from the consequences. The authors believe that having **cash reserves and avoiding unnecessary expenses** is crucial. In our opinion - company must have funds for at least 2 months of business without income. Once you act on these strategies and have a big purpose for your business, you are ready to get oneself into the incredible journey of entrepreneurship.

Startup *i*

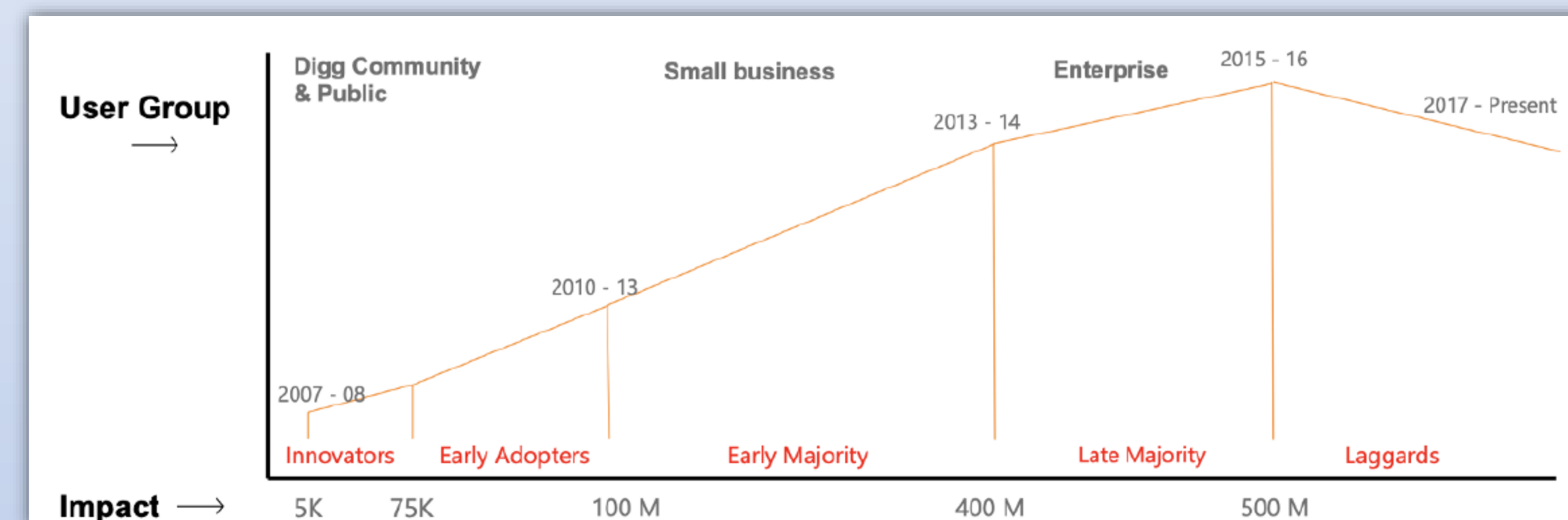
Startup is a temporary organization or a young innovative enterprise which are looking for a business model that would allow its profitable growth. Startups face high uncertainty and have high rates of failure. A minority of them can become successful and influential. Some startups become leaders in their industry and achieve huge profits.



Source: <https://weeklyacumen.wordpress.com/2015/07/31/how-to-scale-up-businesses/>

Corporation *i*

A corporation is a kind of organization- a group of people or a company, which is authorized by the state to act as a single entity. It is treated as that by a law for certain purposes. Corporations are usually called huge and often global companies with a large number of employees. Corporate actions often influence market behavior and their products are usually well known to customers. Due to very high revenues and sales, corporations can control the market in which they operate.



7 recommendations in establishing and scaling up a company based on Dropbox, INC.:

Create things difficult to copy - Unlike competitors, Dropbox Paper places more emphasis on deepening cooperation between users (e.g. cooperation in the exchange of materials) than on the possibility of only formatting documents and files

Make the company evolve with the world - The company's main mission has evolved from storing files in the to cloud help companies work creatively and increase efficiency

Reading is the best way to learn - at first, start reading about the basics of running your business, instead of arranging hundreds of business meetings

Find mentors who are one step ahead of you - the most helpful mentors for Dropbox are startups from 6 months to 2 years ahead

Balance external and internal expertise - as startup scaling develops, early employees may not be as helpful as more experienced ones who have worked in similar conditions in the past

Keep calm, self-awareness and mindfulness - keep in mind that "the treadmill will be going faster than you can run"

Don't wait for the optimal moment - "The best training for a founder or CEO is to be a founder or CEO,"

Everything should be made as simple as possible, but not simpler

- Albert Einstein

Dropbox, Inc.

Dropbox, a cloud storage service, began operating in 2007 as a **two-person startup**. After a dozen or so years, it has become a large enterprise with over **2,000 employees and is listed on the NASDAQ New York Stock Exchange**. The data storage giant now provides services to over 500 million people and generates a billion dollars in annual revenues.