

The purpose of the poster is to present the startup lifecycle and the possibilities of financing their activities at different stages of their development.

What is a startup?

It is an innovative company founded to develop a unique product or service and bring it to market.



LATE STAGE

EXPANSION

EARLY STAGE

SEED

PRE-SEED

- The appearance of a business idea and preparation of the implementation of this plan.
- Creating initial product concepts that precede the prototype.
- The need for constant (moderately high) capital supply.
- The financing of this phase is very risky - a return on investment is possible even after 5-7 years.

- The startup has a prototype of its own product / started offering the finished product on the market.
- The need for external financing, due to increasing expenditures
- The startup has not yet exceeded the break-even point.

- Increase in profitability of sales.
- The startup strengthens the market position.
- Increase in development expenditures – the need for external financing.
- Low profitability – no possibility of self-financing.

- The startup imitates independent companies with an established market position.
- A more mature business model than in previous phases.
- Exit stage of high-risk investment funds.

- A proven business model.
- High profitability.
- Reduced operational and investment risk – greater opportunities to obtain financing.
- Financing ceases to come more from equity because foreign capital becomes more available.

Banks; Venture Capital and Private Equity funds

Business Angels; Seed funds

Family, Friends, Fools (FFF); Accelerator

Attention

A very important source of funding affecting the functioning of startups is **crowdfunding**, which is a source of funding available at all stages of their development.

CONCLUSIONS

An inseparable part of a startup is the existence of different stages of development, which present a specific development cycle of the business, resembling the product lifecycle. The availability of funding sources depends largely on the stage of development of the startup. With each successive stage, profitability increases and investment risk decreases, making it easier to attract investors.

