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# Startup can make life easier

The purpose of the article is to show that startups accompany people in their daily lives. Definitions and examples of the most popular startups in Poland and in the world have been presented. Tips for creating startups are described. The structure of the startup industry is presented in the diagram.

## What is a Startup?

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.
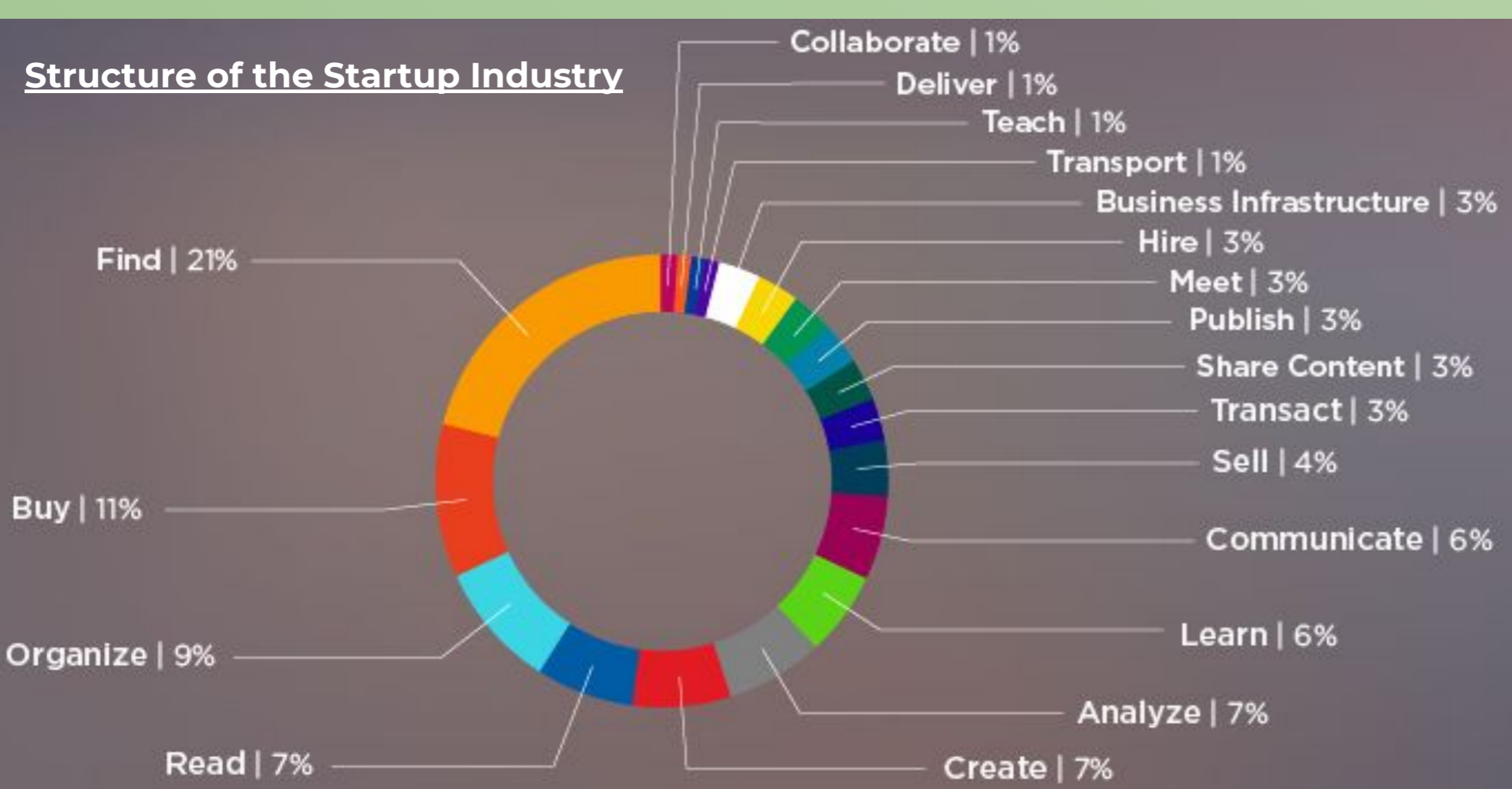
Most popular startups:

★ **Facebook** initially was intended for pupils and students as a communication platform
★ **LinkedIn** is the top business-oriented social networking platform,
★ **Spotify** is a music service offering its users access to songs in the stream
★ **Uber** is a mobile application used to order transport services by associating the customer with the uber driver
★ **Airbnb** is a platform that allows people to list, find, and rent lodging
★ **Youtube** a website that allows free posting, rating and commenting on movies.

### Advice on building a successful startup:
1. Solve a problem you are passionate about
2. Decide on how you will fund your business
3. Create relationships with your customers
4. Improve the offer
5. Be flexible
6. Don't get comfortable
7. Always play an active role
8. Be patient
9. Don't do everything yourself

*Success consists of going from failure without loss of enthusiasm.*
*Winston Churchill*

### Some examples of Polish startups:

★ **Sky Tronic** was honored in 2017 during the European Start-up Days, in the IT related category, Indyustri 4.0. This company is one of the first companies in the world to work on drone control technology using artificial intelligence. The flight control and stabilization algorithms are based on FLC fuzzy logic controller. Thanks to this, it is possible to accurately monitor, evaluate and control the object in the same way as the human brain does. This means that in the future, unmanned aircraft control will be more precise and safe in difficult conditions, be it weather or off-road.
★ **Vocabla** is a notable start up in the group of the best Polish startups. This application is used to learn vocabulary from foreign languages, using specially prepared tests. It helps in the regular learning of foreign languages.
★ **MailGrupowy** is among startups created for young people. This website has been created for students and is intended to exchange information, notes and materials for classes. It has options such as a shared calendar, chat, mobile application and many other amenities. This Polish startup has adopted the Turkish and Indian market, where it is used by students at almost 720 universities. This is a real success.
★ **Explain Everything** is an extremely creative Polish start-up, which is an application for tablets, which is an interactive virtual board for creating animations. It is a highly intuitive product, enjoying great popularity in the United States, the best confirmation of which is that it is promoted by Apple.

### Structure of the Startup Industry

Collaborate | 1%
Deliver | 1%
Teach | 1%
Transport | 1%
Business Infrastructure | 3%
Hire | 3%
Meet | 3%
Publish | 3%
Share Content | 3%
Transact | 3%
Sell | 4%
Communicate | 6%
Learn | 6%
Analyze | 7%
Create | 7%
Read | 7%
Organize | 9%
Buy | 11%
Find | 21%

| | |
|---|---|
| Analyze | Tools for business and/or social analytics |
| Business Infrastructure | Cloud storage, web hosting and office space |
| Buy | Variety of online marketplaces |
| Collaborate | Crowdsourced projects |
| Communicate | Business and/or social messaging tools |
| Create | Build digital assets by designing and/or coding |
| Deliver | Have goods delivered to you |
| Find | Find variety of content, places to go, people to help |
| Hire | Find people to work for you |
| Learn | Learn things like languages and coding |
| Meet | Find people with similar interests |
| Organize | Optimize processes for business and/or social |
| Publish | Share content beyond social channels |
| Read | Variety of news and special interest sites |
| Sell | E-commerce platforms |
| Share content | Share audio, video, pics with online communities |
| Teach | Online education platforms |
| Transact | Transfer and exchange money |
| Transport | Taxis and ride sharing |

*Startup is the best way to live!*

### Conclusions

Ideas that have been implemented thanks to startups are applicable in everyday life.

Most of us can't imagine our lives without Facebook, Uber helps us move around the city. YouTube provides us with entertainment and education. Music from Spotify is the soundtrack of our lives. Without these solutions, our lives would look completely different.

Startup allows to check if the idea will be well received by customers at low cost. You can find out what is worth changing or improving in the company, and what ideas will not find their recipients. The successful startup allows for a rich life, guarantees satisfaction. Startup is a good way to try your hand at business.

*There is only one thing that makes a dream impossible to achieve: the fear of failure.*

**STARTUP**