

THE MAIN CHALLENGES AND BENEFITS RESULTING FROM CONVERTING START-UP INTO A CORPORATION.

During moving from Start-up to Corporation, companies are facing many difficulties.

Despite this, growth is the main goal of start-up. Without the convert, enterprise remains as a small business.

START-UP:

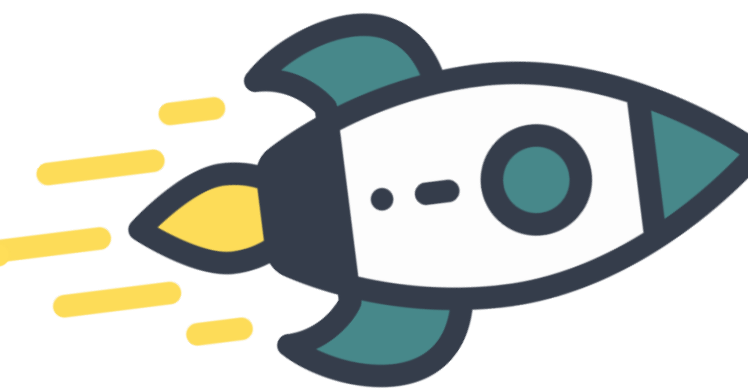
CHALLENGES THAT COMPANIES HAVE TO DEAL WITH:

- Being the visionary
- Coping With Market Competition
- Adapting to market transformations
- The Founding Team's inefficiency leading to broke workflow
- Allocating Marketing Resources
- Motivating Employees
- Dealing with the unknown
- Decision-making

PRIORITIES OVER TIME:

CUSTOMERS TURNOVER
FINANCIAL LIQUIDITY, COMPETITION

REFINING PROCESSES, STABILIZATION



CORPORATION

IN DEVELOPMENT COMPANY SHOULD FOCUS ON:

PEOPLE

PEOPLE ARE COMPANY'S FOUNDATION. IT'S IMPORTANT TO INVEST IN RECRUITMENT PROCESS AND TRAININGS.

EXECUTION

CHANGING ROLE OF ENTREPRENEUR. DELEGATING TASKS, GOAL SETTING AND MEASURING EFFECTS.

STRATEGY

IN STRATEGY BUILDING PROCESS IMPORTANT IS CUSTOMER NEEDS ANALYSIS AND STANDING OUT FROM THE COMPETITION.

CASH

LIQUIDITY MANAGEMENT, REASONABLE SPENDING MONEY AND ESTIMATING A RISK.

MORE DIVERSIFIED REVENUE STREAMS

POLITICAL CLOUT

DIFFICULTY IN TRANSFERRING OWNERSHIP

MORE OPPORTUNITIES

SET POLICIES AND PROCEDURES

EXCESSIVE TAX FILINGS

ECONOMIES OF SCALE

DOUBLE TAXATION OF THE INCOME

PERCEIVED EMPLOYMENT STABILITY