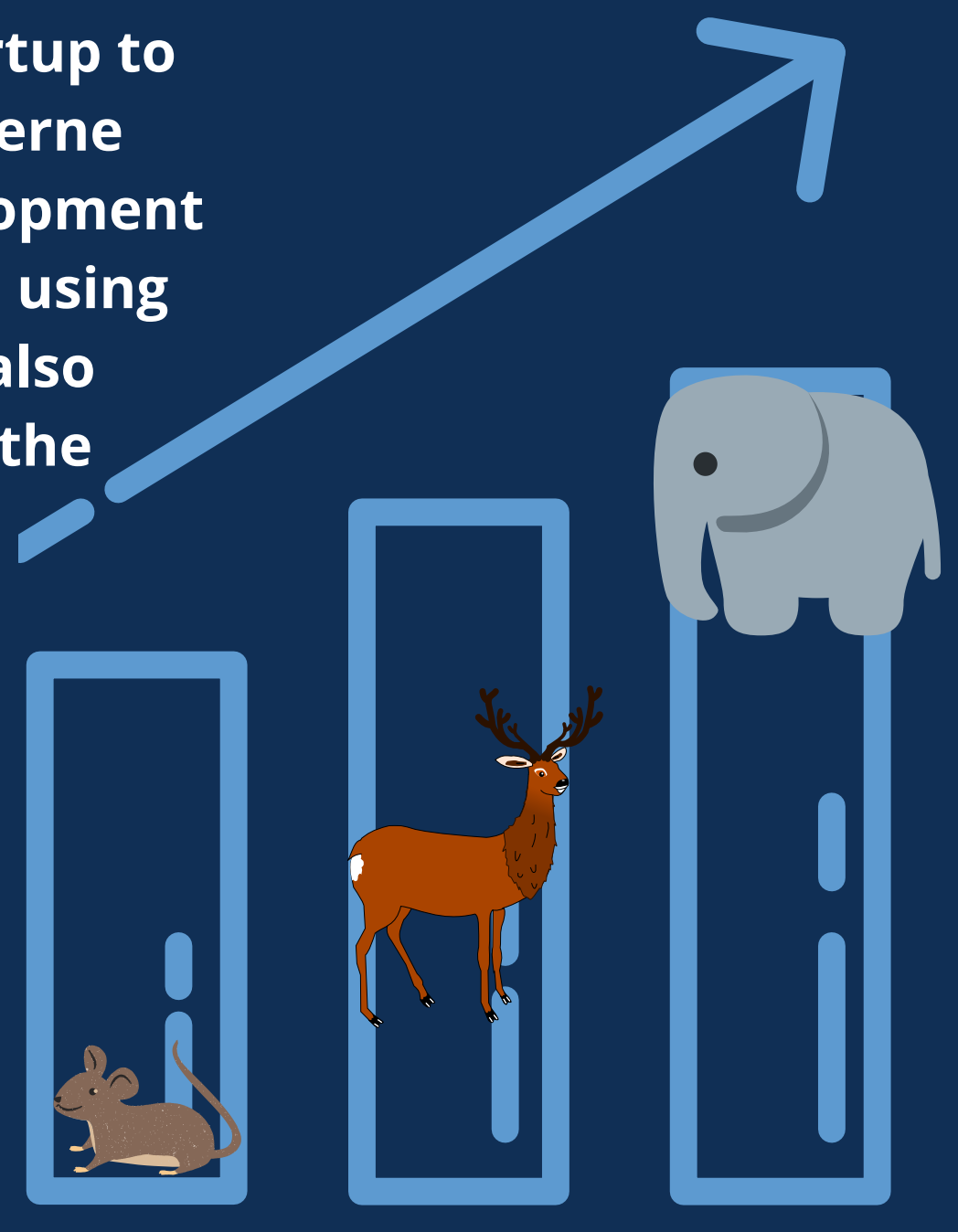


In order to present the path from startup to corporation, we propose to utilize Verne Harnish's theory. It portrays the development of the company at its different stages using references to animals. The theory also determines four areas of focus for the management.



People: the organization is created by people. You need to invest in recruitment and recruit the best specialists regardless of the price. Investing in employees is equally important.

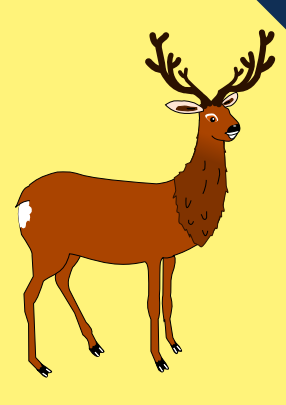
Strategy: should be simple. It is important to include SWOT analysis, industry average, company mission and values, goals and market analysis. You should know what makes the company stand out and what it provides to its clients.

Execution: presents the leader as a person who runs the company and people should not get him involved in their daily duties. Thanks to this, he can look at the business and future of the company from a broad perspective. The responsibilities of the leader include building relationships, market research, interaction with customers and designing new products.

Cash: the company cannot stand without it. The company should avoid unnecessary expenses and have savings, preferably for a minimum of 2 months in which it would not generate much revenue. It is also important to collect payments from customers as soon as possible and that each purchase is thought out.

The most important conclusion is that to be successful in the long journey from startup to corporation, startups must be very consistent and determined taking care of the 4 aspects: people, strategy, execution and cash. This path is not easy, but the possible prize is worth the effort.

Also, as illustrated below, the owner has to accept the fact that, at some point during that journey, he will have to step back from being the part of the company's daily operations.

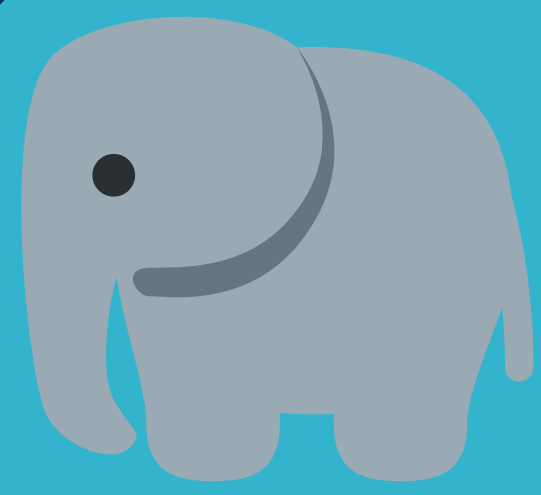


A small part of mice becomes the so-called „gazelles“. Becoming a gazelle should be a priority for every mouse. It is a phase of rapid growth.

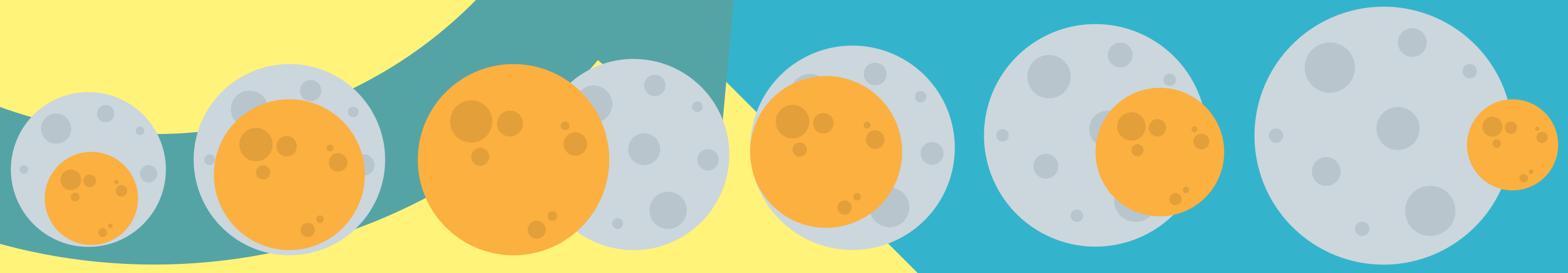
From startup to... corporation?



Most companies start as small and remain so. However, some startups - "mice" - grow rapidly and ultimately achieve great success.



"Elephants" are the largest companies - corporations. Finally, some gazelles join this group.



Characteristics of business-owner relation at each stage of startup development.

*Orange planet represents the owner