

The aim of the poster is the presentation of the transition from startup to corporation.

STARTUP



- MAINLY SMALL BUSINESSES
- NEED FOR EXTERNAL FINANCING
- PRESENT ON THE MARKET FOR A SHORT PERIOD
- EXPOSURE TO CHANGING ENVIRONMENT

TRANSITION FROM STARTUP TO CORPORATION

1. INNOVATION
2. USE OF NEW TECHNOLOGIES
3. QUICK TRANSFORMATION INTO AN ESTABLISHED COMPANY (UP TO 5 YEARS)
4. EXPOSURE TO HIGH RISK AND DYNAMIC ENVIRONMENT
5. SEEKING THE WAY FOR A QUICK DEVELOPMENT

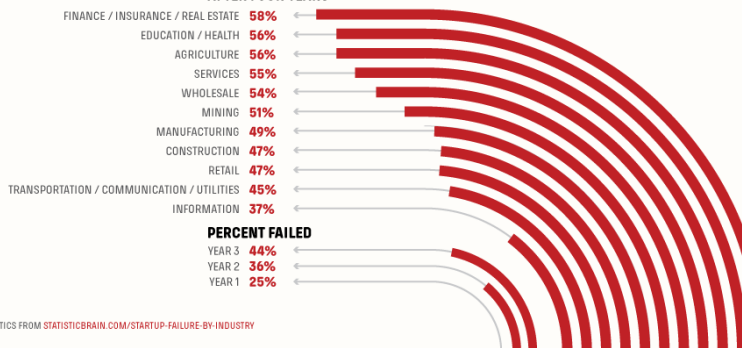


CORPORATION

- INTERNATIONAL ORGANIZATIONS
- SIGNIFICANT CAPITAL AND HIGH RETURN ON SALES RATIO
- STRONG AND ESTABLISHED MARKET POSITION
- CONSIDERABLE INFLUENCE ON THE ENVIRONMENT

STARTUP FAILURE BY INDUSTRY

PERCENT STILL OPERATING AFTER FOUR YEARS



PERCENT FAILED

YEAR 3 44%
YEAR 2 36%
YEAR 1 25%

Conclusion: It takes a lot of self-discipline to transform a startup into a corporation. It is the good idea and continuous striving for further development of the business that can turn a small company into corporation some day.