

FROM STARTUP TO CORPORATION

Mission – Vision – Strategy

Lean Startup

Scale Up



Idea



Startup



Growth and Established



Expansion and Mature

Business starts with the idea. At this point, ask yourself two questions: “What problem am I able to solve?” and “Does my proposed solution solve it effectively?” Are your answers clear? Perfect! Now it is time to start testing your idea.

The business is already born and now exists legally. Services or products are in production. The main challenge is to not go bankrupt through little cash. Focus on establishing a customer base, concentrate on market presence, and conserving cash flow.

Customers and revenues are increasing with many new opportunities and issues. Effective management and a new business plan are now your priorities. The company has loyal customers and startup life has become more routine. Stay focused on the bigger view! You work hard but the marketplace is competitive. Concentrate on improvement and productivity. To compete in an established market, you will require better business practices along with outsourcing and automation to improve productivity. It is time to hire specialists for each channel and give them the resources necessary to execute.

Extremely successful growth allows startups to become corporations. This leads to a new period of growth, new markets, and distribution channels. This is definitely your choice. Do you want to gain a larger market share and find new revenue and profit channels? Never forget about your existing experience and capabilities, the business should be based on what you really know. Growth is never done, but sales and profits have to be stable. However, competition remains fierce. Add new products or services to existing markets or expand existing startup into new markets and customer types. Find business partners and investors. Consult with your accountant and financial advisors for the best tax strategy. Have you realized that the startup is now a corporation?

As long as you do not reach the product-market-fit, change the idea!