

# Startup and corporation cooperation

New technologies make the current model of functioning of global corporations inefficient and not very competitive. In the face of breakthrough innovations that change existing ones and create new markets, corporations are beginning to open themselves to cooperation with new entities. Under the concept of open innovations, large companies are increasingly looking towards young technology startups.

## STARTUP

New enterprises that start operating on the market have problems staying on this market. This is due to a lack of confidence in the new brand and new product, and thus insufficient cash for further development. Innovative solutions proposed by start-ups usually carry a significant risk that a beginner may not be able to handle it. Thanks to cooperation with corporations, startups have a greater chance of success, because they gain the market for their products and services, technological knowledge, which results in business growth and financial benefits.

## CORPORATION

Corporations recognize that innovation is important to their business because they can conquer new markets. The fresh approach of startups to competition and operations in various markets helps corporations stay in a dynamically developing environment where traditional models are not able to fully adapt. While the new dynamic entity enters the corporate structure, ideas, styles of operation, and work organization, as well as approaches to processes, are confronted. This teaches corporate employees to differently think and look at challenges.

## CONCLUSION

In the modern world, efficiency is not enough to be a leading entrepreneur on the market. Corporations are increasingly aware that only by investing in innovation are they able to maintain a strong position of the company and meet the expectations of customers. In the modern world, efficiency is not enough to be a leading entrepreneur on the market. Corporations are increasingly aware that only by investing in innovation are they able to maintain a strong position of the company and meet the expectations of customers.

