

STARTUPS- FACTORS DETERMINING THE ACHIEVEMENT OF A SCALABLE BUSINESS MODEL

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Abstract:

At present, startups have become one of the most popular types of businesses. Such companies are based upon innovation. However, enterprises displaying strong market position, as well as those freshly established, face problems at any stage of development. On the one hand, startups strive to find a business model which would ensure profitability and development, or would result in a fusion or takeover. On the other hand, it is well-known that 90% of startups fail, 60% of whom suffer it in their second year of operation [Patel, 2015]. The objective of the present paper is to discuss factors determining the achievement of a scalable and replicable business model by startups. The analysis was conducted among Polish startups by means of desk research on the basis of secondary sources. Results indicated that, apart from an innovative idea, one which the startup was founded upon, the following constitute success factors: sources of financing, human capital, marketing, and mentoring. In addition, the issue of startup ecosystems, individual stages of their development, and financing sources were examined

Keywords: startup, business model, entrepreneurship, innovation, development, Polish market