Startups are innovative enterprises that bring new, novel products to the market. This novelty can be fairly diverse: it could be a new scientific discovery, a novel application of existing technologies or methods, a new business model or know- how, or an innovative use of an existing product. Due to the innovative nature of these enterprises, the operation of startups is associated with a significant degree of uncertainty. It is primarily the factor of extreme uncertainty that defines all operating areas of startups, and it accounts for the differences between the management techniques and areas applied in the case of mature companies operating in traditional industries.