

TYPES OF ENTERPRISES

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Not all startups are the same

- Many ways of categorizing
- Lifestyle
- Small business
- High growth startups
- Intrapreneurship
- Social venture

Lifestyle

- Businesses run as hobbies or supplemental sources of income
- Goal: Enjoy what you are doing
- Funding: Usually minimal
- Scaling: No scaling
- Exit: No exit planned

Etsy



Small business

- The most common business type around the world
- Goal: “Feed the family,” be one’s own boss
- Funded: Usually funded through loans, personal investment, or friends and family
- Scaling: Over 2/3 do not want to grow
- Exit: No exit planned



High growth startup

- The Silicon Valley startup
- Goal: Be the next Google/Uber/Facebook... or be bought by them
- Scaling: Goal is to grow quickly
- Resources: Venture capital, angel funding
- Exit: IPO or Acquisition



Intrapreneurship

- Startups inside larger companies
- Goal: Develop a new and innovative company
- Resources: Internal company resources
- Scaling: Varies
- Exit: Adoption into larger firm



Social Venture

- Venture whose primary goal is to do accomplish a social mission
- Goal: Creating value for society
- Resources: Grants, volunteers
- Exit: None planned

Conclusion

- There are many types of businesses
- Differ in many dimensions
 - Goals
 - Resources needed
 - Where you can do them
 - Time used
- Adapt lessons as needed



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