

# Report: Unicorns Code Company

CSE-0317 Summer 2021

Name: Nishu Akter

Department of Computer Science and Engineering

State University of Bangladesh (SUB)

Dhaka, Bangladesh

email: nishuakter309@gmail.com

**Abstract**—unicorn has come a long way from just being a mythological creature to a regular feature in business and finance discussions. Today, unicorn companies have attained recognition and made a place for themselves in the market. That said, it is not necessary that every unicorn will end up being a successful startup. The point is, any startup mustn't stop hustling after touching a milestone.

n

**Index Terms**—adoption, Clients, consumers, unicorn

## I. INTRODUCTION

"Unicorn" is a term used in the venture capital industry to describe a privately held startup company with a value of over 1 billion. The term unicorn can also be used by human resources managers to describe their ideal candidates, who may be overqualified for a certain position. The word unicorn has come a long way from just being a mythological creature to a regular feature in business and finance discussions.

## II. WHAT IS UNICORNS CODES COMPANY WORK?

Unicorns Codes Ltd. is the leading information technology consulting, services, and business process outsourcing organization that envisioned and instigated the adoption of the flexible business practices that today enable our client companies to operate more efficiently and produce more value.

## III. WHICH TYPE OF UNICORNS CODES COMPANY

To be a unicorn is no cakewalk and each unicorn today has its own story with a list of features that worked in its favour. We have listed down a few pointers that are commonly seen across all the unicorns:

**Disruptive innovation:** Mostly, all the unicorns have brought a disruption in the field they belong to. Uber, for example, changed the way people commuted. Airbnb changed the way people planned their stay while travelling and Snapchat disrupted the usage of the social media network etc.

**The 'firsts':** It is seen that unicorns are mostly the starters in their industry. They change the way people do things and gradually create a necessity for themselves. They are also seen to keep innovation up and running to stay ahead of competitors which might later boom.

**High on tech:** Another common trend across unicorns is that their business model runs on tech. Uber got their model accepted by crafting a friendly app. Airbnb made the world seem smaller by making the best of the world wide web.

A recent report suggests that 87 of the unicorns products are software, 7 are hardware and the rest 6 are other products services. **Consumer-focused:** 62 of the unicorns are B2C companies. Their goal is to simplify and make things easy for consumers and be a part of their day to day life. Keeping things affordable is another key highlight of these startups. Spotify, for example, made listening to music easier to the world.

**Privately owned:** Most of the unicorns are privately owned which gets their valuation bigger when an established company invests in it.

## IV. WHAT IS THE MAIN OBJECTIVE UNICORNS COMPANY

Unicorns Codes aim to be a company that inspires people to be committed and self-reliant. We encourage transparency both within the company and in dialogue with our clients. We believe that a good work-life balance equals high productivity. In Unicorns Codes, we help each other to grow as professionals. In fact, our leaders are measured by their ability to coach our juniors to become tomorrow's leaders. Our ambition is to be known in the marketplace for the quality of our work and the high level of our services. This we achieve through continuously improving our company culture, project management, and knowledge management routines within and across our client teams. Getting great software out to users is the single goal that drives us. Our mix of skills and talent means we have everything to meet that goal in one place. Design, development, testing, deployment, content, and anything in between those clearly defined roles we cover it all.

## V. WHAT ARE THE DEPARTMENTS AND CLIENTS AREA OF UNICORNS CODE COMPANY?

Clients can be unicorns in multiple ways. The first way is through their own business. Your client has a unique business with their own clientele that they are trying to reach. Unicorn customers, like unicorn anything's really, are the ideal.

They're the customers who are easy to service, make plenty of purchases, and come back regularly. They're advocates for the brand and products, and are more than loyal. They're the customers we all want, the ones you can always count on. When a company strives for the best employees for the job, its expectations may be far too lofty when compared to what's available in the labor pool. Hiring managers may look for or hold out for candidates with much higher qualifications than what's required for the job. For example, a medium-sized firm may want to recruit someone who has marketing, social media, writing, sales, and management experience, and speaks three different languages. While it may be cost-effective to hire one person with all those skills instead of multiple employees to handle separate tasks, it may be too much for the new hire to handle and can lead to disappointment.

#### VI. AS A CANDIDATE WHAT TYPE OF REQUIREMENTS YOU NEED FORM FRESHER TO SEINOR LEVEL

The first question that many business leaders are asking is "what is a unicorn candidate"? In fact, this is just a popular modern term for the perfect employee. Someone who has a positive mental attitude, who is loyal, high-performing and productive. While these are traits that employers are always seeking in their candidates, they are surprisingly difficult to find in a single individual. An employee with dedicated, focus, efficiency and good interpersonal skills who can also fit well into the company's working culture is so rarely seen that it is almost as elusive as a unicorn. This is where the term has come from.If you aren't just looking for one kind of candidate even though many on your staff share similar backgrounds and "look alike" to an outsider be sure to state that up front when marketing your role. If you want different, say you want different.Don't forget the all important candidate exercise which gives you a sense of how candidates will approach a particular problem you're grappling with while giving them a first hand sense of the work so they know what they're getting into

#### UNICORNS CODES COMPANY ADVANTAGES

The underground stem (rhizome) and root are used to make medicine. Women use false unicorn for treating ovarian cysts, menstrual problems, menopausal symptoms, vomiting from pregnancy, and infertility. Some women take it to normalize hormones after discontinuing birth control pills. the benefits of achieving unicorn status seem obvious to most. The title instantly brings with it an additional layer of credibility to any proposition, by recognizing that the company has a globally viable and scalable model. This in turn creates momentum and improves the sense of focus across teams in the company.

#### UNICORNS CODES COMPANY DISADVANTAGES

unicorn status is essentially just a label for fast-growth fintechs. More important is the strength of the underlying business and their in-market propositions. Management teams don't need additional pressure, they need products that work and a strong user base. They do need finance, but it's

important that the capital is looked at as the beginning of a new phase of growth, not the result in itself. Finance only works in conjunction with all the other aspects of a healthy business, including co-operation of the management team and a solid go-to-market strategy.

#### ACKNOWLEDGMENT

I would like to thank my honourable**Khan Md. Hasib Sir** for his time, generosity and critical insights into this project.

#### REFERENCES

- [1] G. Eason, B. Noble, and I. N. Sneddon, "On certain integrals of Lipschitz-Hankel type involving products of Bessel functions," *Phil. Trans. Roy. Soc. London*, vol. A247, pp. 529–551, April 1955.
- [2] J. Clerk Maxwell, *A Treatise on Electricity and Magnetism*, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68–73.
- [3] I. S. Jacobs and C. P. Bean, "Fine particles, thin films and exchange anisotropy," in *Magnetism*, vol. III, G. T. Rado and H. Suhl, Eds. New York: Academic, 1963, pp. 271–350.
- [4] K. Elissa, "Title of paper if known," unpublished.
- [5] R. Nicole, "Title of paper with only first word capitalized," *J. Name Stand. Abbrev.*, in press.
- [6] Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, "Electron spectroscopy studies on magneto-optical media and plastic substrate interface," *IEEE Transl. J. Magn. Japan*, vol. 2, pp. 740–741, August 1987 [Digests 9th Annual Conf. Magnetism Japan, p. 301, 1982].
- [7] M. Young, *The Technical Writer's Handbook*. Mill Valley, CA: University Science, 1989.