

1. lifestyle venture vs high growth venture

- A lifestyle business is a business set up and run by its founders primarily with the aim of sustaining a particular level of income and more; or to provide a foundation from which to enjoy a particular lifestyle Venture a risky or daring journey or undertaking
- high growth ventures: small businesses designed for the purpose of achieving high growth and rapid often to achieve and growth objectives these businesses develop products promotion strategies with a pool of investors providing working capital