

INNOVATION: A Startups Analysis Report;

I WOULD LIKE TO EXPRESS MY HEARTFELT GRATITUDE TO EVERYONE WHO HELPED AND MOTIVATED ME IN MY HONOR PROJECT JOURNEY.

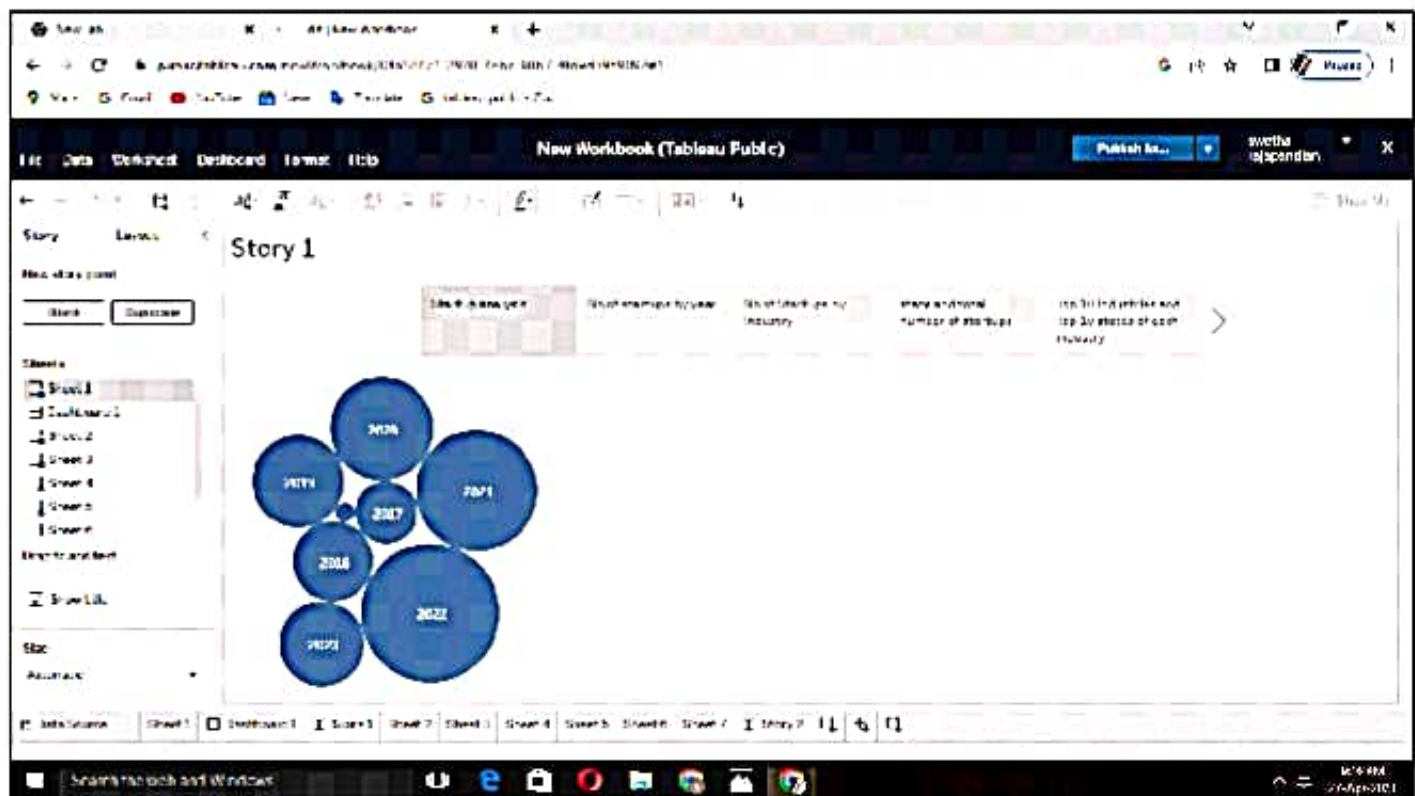
I WANT TO FIRSTLY THANK MY ADVISOR,PROFESSOR. VENERA DEMUKAJ FOR HER GENUNINE INTEREST IN MY IDEA FROM THE BEGENNING AND HER GUIDANCE THROUGHOUT THE ENTIRE TIME. YOU HAVE SHAPED THIS JOURNEY IN THE MOST VALUABLE WAY.

I WANT TO ALSO TAKE THE OPPORTUNITY TO EXTEND MY GRATITUDE TO MY PARENTS AND SIBBLINGS WHOSE ETERNAL ENCOURAGEMENT AND TIRELESS SUPPORT MADE EVERYTHING POSSIBLE. YOUR LOVE AND EFFORTS HAVE CONTINUOUSLY INSPIRE AND DRIVEN ME TO GET THE BEST OUT OF ME AS WELL AS THIS PROJECT.

TO MY FRNDS, YOU HAVE BEEN THE BACKBONE OF THESE ENTIRE HONORS JOURNEY THROUGH MAKING IT THE MOST ENJOYABLE AND MEMORABLE ONE WITH YOUR ENERGY,LAUGHTER,ADVICE AND SO MUCH MORE. TO EVERY ONE ELSE TO CONTRIBUTED, HELPED AND MOTIVATED ME TO OVERCOME THE CHALLENGES OF THIS PROJECT, THANKYOU.

THIS WOULD HAVE NOT BEEN POSSIBLE WITHOUT EVERY ONE OF YOU BEING PART OF THIS JOURNEY. I WILL FOREVER CHERISH YOUR SUPPORT.

PROJECT DONE:



KEY POINTS:

- A STARTUP IS A COMPANY THATS IN THE INITIAL STAGES OF BUSSINESS.
- FOUNDERS NORMALLY FINANCE THEIR STARTUPS AND MAY ATTEMPT TO ATTRACT OUTSIDE INVESTMENT BEFORE THEY GET OFF THE GROUND.
- FUNDING SOURCES INCLUDE FAMILY AND FRIENDS, VENTURE CAPITALISTS, CROWDFUNDING AND LOANS.
- STARTUPS MUST ALSO CONSIDER WHERE THEY WILL DO BUSINESS AND THEIR LEGAL STRUCTURE.
- STARTUPS COME WITH HIGH RISK AS FAILURE IS VERY POSSIBLE BUT THEY CAN ALSO BE VERY UNIQUE PLACES TO

WORK WITH GREAT BENEFITS, A FOCUS ON INNOVATION, AND GREAT OPPORTUNITIES TO LEARN.

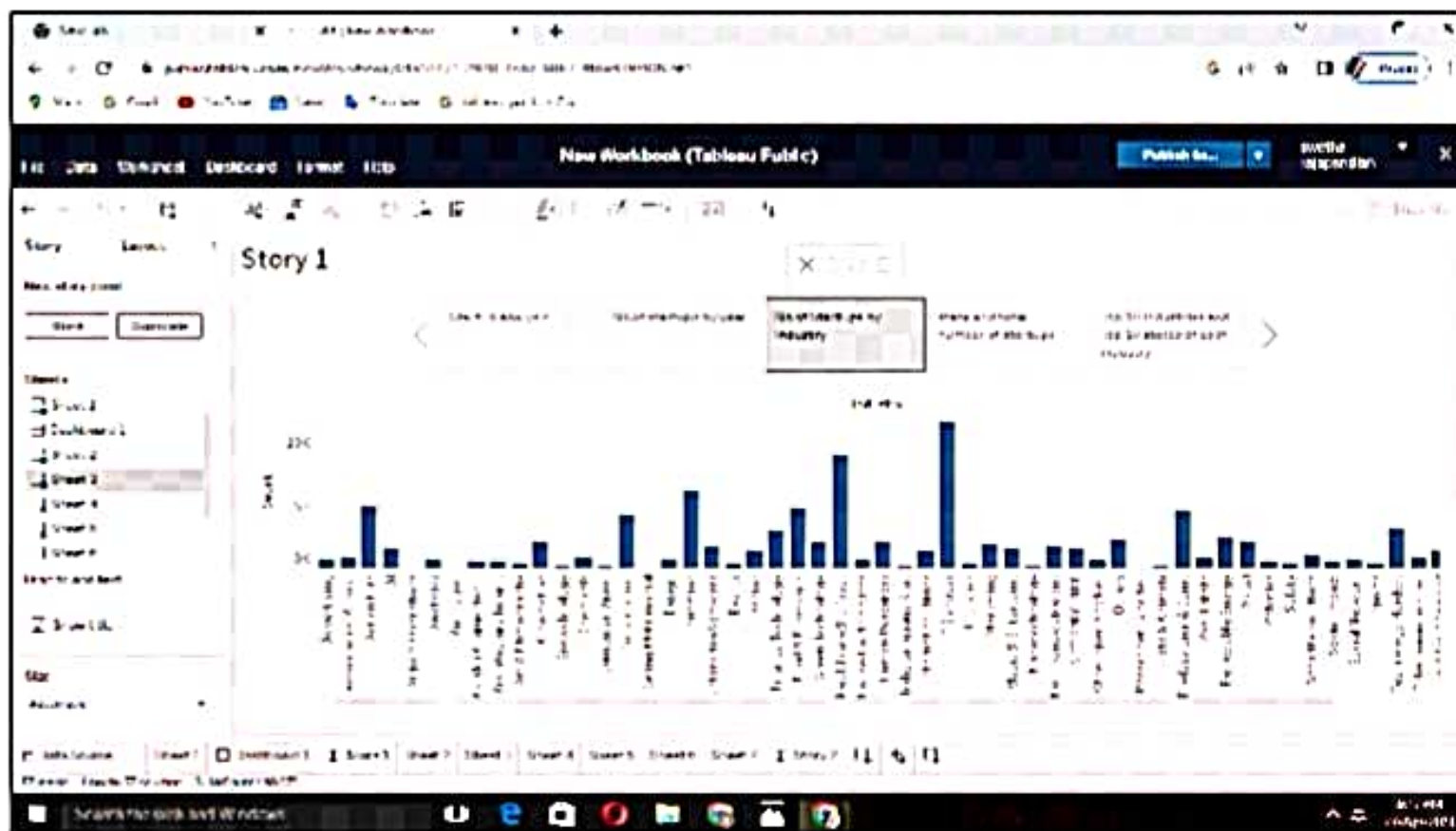
IMPORTANT:

THE FIRST FEW YEARS ARE VERY IMPORTANT FOR STARTUPS. THIS IS THE TIME THAT ENTREPRENEURS SHOULD USE TO CONCENTRATE ON RAISING CAPITAL AND DEVELOPING A BUSINESS MODEL.

SPECIAL CONSIDERATIONS:

THERE ARE A NUMBER OF DIFFERENT FACTORS THAT ENTREPRENEURS MUST THINK OF AS THEY TRY TO GET THEIR STARTUPS OFF THE GROUND AND BEGIN OPERATIONS. WE HAVE LISTED SOME OF THE MOST COMMON ONES BELOW.

NO OF STARTUPS BY INDUSTRY:



TOP 10 INDUSTRIES AND TOP 10 STATES OF EACH INDUSTRY:



ADVANTAGES OF STARTUPS ANALYSIS:

STARTUPS OFTEN PROVIDE THEIR EMPLOYEES WITH SEVERAL BENEFITS TO KEEP THEIR EMPLOYEES SATISFIED AND ENSURE WORK SATISFACTION IS AT ITS PEAK.COMMON BENEFITS OFFERED BY STARTUPS INCLUDE:

- FREE DRINKS AND FOOD AT WORK
- FREE GYM MEMBERSHIPS
- DISCOUNTS ON SERVICES OR GOODS OFFERED BY THE STARTUP
- A CASUAL ENVIRONMENT IN WHICH TO WORK
- FLEXIBLE HOURS AND WORK-FROM-HOME OPTIONS
- UNLIMITED PAID-TIME-OFF(PTO)
- PET-FRIENDLY WORKSPACES
- SHORTER WORK WEEKS

DISADVANTAGES OF A STARTUP ANALYSIS:

BEING YOUR OWN BOSS MEANS YOU GET TO MAKE YOUR OWN SCHEDULE.

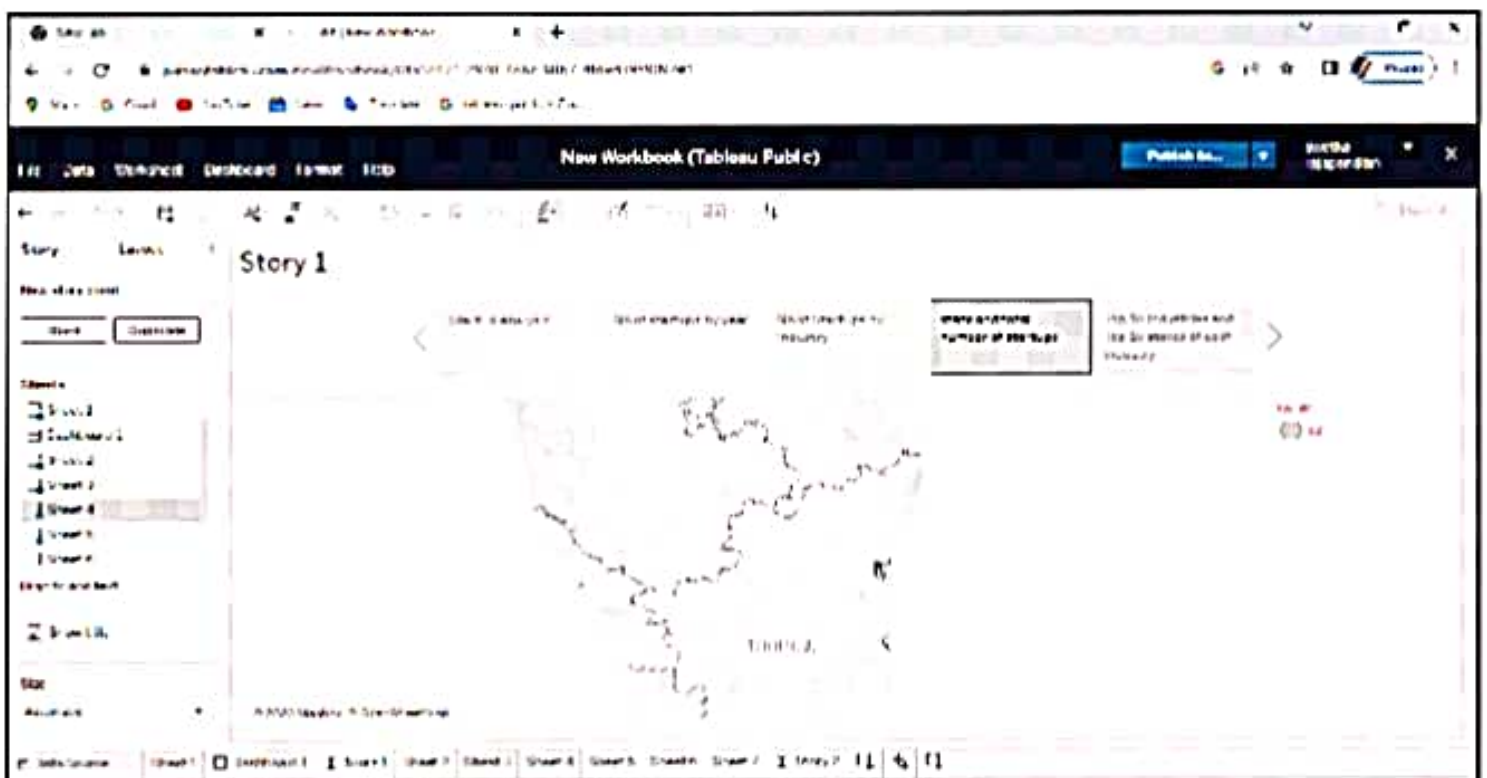
LAUNCHING YOUR OWN STARTUP POSES INHERENT RISKS,INCLUDING A DEGREE OF UNCERTAINLY EVEN FOR THE MOST WELL-PLANNED BUSINESSES.

THERE IS A LEVEL OF CONFIDENCE THAT YOU NEED TO HAVE IN ORDER TO START AND MAINTAIN A SUCESSFULL STARTUP.

MOST ENTREPRENEURS WILL EXPERIENCE SELF-DOUBT TO SOME CAPACITY WHEN THEY START THEIR OWN BUSINESS.

WHILE FINANCIAL RISK CAN BE MITIGATED SOMEWHAT BY BUSINESS PLANING AND FINANCIAL FORECASTING,THERE IS NO WAY TO ELIMINATED FINANCIAL RISK COMPLETELY.

STATE AND TOTAL NUMBER OF INDUSTRIES:



CONCLUSION:

TO BE SUCCESSFUL IN SUSTAINABLE BUSINESS PRACTICES OFTEN REQUIRES ENTREPRENEURSHIP AND INNOVATION. THIS CHAPTER PROVIDES AN OVERVIEW OF ENTREPRENEURSHIP AND INNOVATION AS IT RELATES TO SUSTAINABLE BUSINESS. THE DISCUSSION IS MOST RELEVANT TO SUSTAINABLE BUSINESS FOCUSED ON OFFERING NEW PRODUCTS AND SERVICES IN RESPONSE TO SOCIETAL CONCERNS. THE IMPORTANCE OF ENTREPRENEURSHIP AND INNOVATION ALSO APPLIES TO COMPANIES THAT CHANGE HOW THEY PRODUCE PRODUCTS AND SERVICES. THE LATTER COMPANIES CAN USE INNOVATIVE PRACTICES AND ENTREPRENEURSHIP TO ESTABLISH THEIR BRAND NAME TO BE MARKET LEADERS IN DOING THINGS THAT CREATE SHARED VALUE FOR SOCIETY AND THEIR COMPANIES AND ALSO, OVER TIME, CONTRIBUTE TO CHANGES IN PRACTICES IN THEIR INDUSTRY.