**Market validation**

A key principle of startup is to validate the market need before building a solution to avoid business ideas with weak demand.

Hi guys,

Today i m going to talk about startups.

1.What is a start-up?

Startups are a special kind of businesses that are based on an inovative idea.

Startups are usually related to the IT field and are mostly started by computer science enthusiasts.

Facebook Microsoft Google Apple were once startups and all of them were started by programmers.

Today’s quite difficult to begin a startup but you should consider it if you really think you have a good idea.

Start-ups face high uncertainty[[3]](https://en.wikipedia.org/wiki/Startup_company#cite_note-:4-3) and do have high rates of failure, but the minority that go on to be successful companies have the potential to become large and influential.[[4]](https://en.wikipedia.org/wiki/Startup_company#cite_note-Griffith2014-4) Some startups become [unicorns](https://en.wikipedia.org/wiki/Unicorn_(finance)), i.e. privately held startup companies [valued](https://en.wikipedia.org/wiki/Valuation_(finance)) at over $1 billion.

What do you need to build a startup?

Initially, you need a really good idea that adresses a problem in a inovational way.

SLide: You’re not alone!

There’s a good chance that other people also tought about the same idea as yours!

You have to check the market for any other similar products so you won’t waste your time beliving you hit the jackpot. If there really isn’t anything like yours, you should ihink about building it as fast as possible.

Am descoperit faptul ca aici nu se tin prea multe discutii legate de antreprenoriat cu