

What is a Start-up

The "Definition" of a start-up

You won't find a single definitive explanation, but generally a start-up is a small company, most often with a high-tech focus, that is in the early stages of development, creating a product or service, or having a product or service needing manufacturing &/or marketing. They are looking to grow through possible venture capital funding, initial public offerings (IPOs) or acquisition by larger companies.

Why, or why not, work for a start-up?

The nature of a start-up: No Money, Everyone does 10 jobs, You may never meet anyone else in the company for over a month, communication mostly via email, you must be proactive daily to maintain communications, No offices or flex/share on-demand offices, Everyone works from home, Everything is a rush and must be completed within 24 hours, Creativity, Excitement, No corporate structure, Casual environment, Become extremely wealthy in a short amount of time compared to other routes, Change/alter/save- the world.

You might consider working for a start-up if you are an intrepid risk-taker hoping to make a killing when your start-up goes public or is acquired, who thrives on working long hours in a fast-paced, unstructured, informal, often very youthful environment, and enjoys doing whatever needs doing. You will wear 10 hats and should delete the words: "that is not in my job description" from your vocabulary. EVERYTHING is in your job description at a start-up.

However, it is important to remember that most start-ups do not reach the winner's circle and very few actually receive venture capital, and depending upon your own "stage of development" - recent grad, single, married with dependents, pre-retirement - this may not be the best choice.

Bottom line, you should assess the venture's growth and market potential as thoroughly as you can, including talking to anyone who might know the development/management team and their business history. Also read about, and talk to people who actually work, or have worked, for start-ups.

And, be aware that start-ups usually require very specific staffing - technical folks with experience at first, but marketing, sales, and support staff needed a bit later on in the growth cycle.

(What is a StartUP.)