

Knowledge Economy Society



12th International Scientific Conference
of the College of Management and Quality Sciences

Conference Proceedings Student's poster session

Edited by
Zofia Gródek-Szostak, Janusz Nesterak,
Agata Niemczyk, Wojciech Szymła



Knowledge Economy Society



12th International Scientific Conference
of the College of Management and Quality Sciences

Conference Proceedings Student's poster session

Edited by
Zofia Gródek-Szostak, Janusz Nesterak,
Agata Niemczyk, Wojciech Szymła

Cover design: Paweł Wójcik
© Copyright by the Cracow University of Economics
All posters have been prepared in English by the Authors

Publishing House:
Foundation of the Cracow University
of Economics, Cracow 2020

Introduction

One of the challenges facing the modern academic teacher is to instill in students the idea of scientific work and to point them to the possibility of gaining first professional experience by active participation in the student scientific movement.

Conferences have been and remain an important element of the scientists' professional activity. They are an important forum that connects the research community and serves as a platform for disseminating knowledge and establishing cooperation. In the era of rapid technological changes that fundamentally affect how the research community interacts and communicates, scientific conferences remain important checkpoints in creating scientific networks, transferring knowledge and, as a result, developing science and building individual careers [1,2]. For young scientists, the conference is an excellent forum for establishing contacts with both peers and experts in a given field. It is also a place where the thought is exchanged on an equal footing. The common denominator is, above all, the pursuit of new knowledge [3,4]. In addition to traditional paper sessions, poster sessions can also be an attractive form of presenting theses and research results [5], especially for those starting a scientific career. As a form of communication, the poster may become the first tool the students use during active participation in seminars and conferences [6].

Scientific work, along with its importance and ethos, should be promoted among students from the very start of the educational process. Piquing scientific inquisitiveness of the students at a young age can pay off in their future scientific and professional career. This inquisitiveness should then be reinforced with the gradually expanded range of research tools which not only support the process but also facilitate access to scientific information and the possibility of presenting and confronting one's thoughts. The first of these tools can be a poster session

The poster session is an element of the scientific conference, which includes a discussion at the scientific posters posted in the public area. Usually, poster sessions are woven into scientific conference programs in such a way that they do not interfere with other forms of presentation, e.g. paper sessions. The poster session allows the audience to interact with each other and with the author, enabling a direct, usually intimate, discussion of the poster content

The basic goal of the poster presentation is to demonstrate the results or directions of own research, the issues the author deals with. It is also to interest the conference participants in the presented topic and to establish direct contact with the poster audience, including making new scientific acquaintances.

A virtual student poster session opened the *12th International Scientific Conference of the College of Management and Quality Sciences of the Cracow University of Economics – CMQ 2020*, which was part of the celebration of the 95th anniversary of the Cracow University of Economics. Ninety-one posters were selected from over one hundred submitted on the Moodle platform, and made available for all interested parties. Out of all published posters, the Poster Commission chose eighteen. Their authors were invited to a public presentation during a virtual session on the Zoom platform.

The posters were presented in two parts. In the first part, the students presented and discussed:

- The development potential of startups operating in the virtual and augmented reality markets (VR/AR),
- The impact of regional smart specializations on the development of the enterprises operating in the IT/ICT sector, as well as creative and leisure time industries,
- What the mythical unicorn is, and in which sectors are startups most often given the unicorn status,
- The chance for innovative startups to grow during the COVID-19 epidemic and how the biotechnology and financial sectors can take advantage of the pandemic-related market changes,
- How local government units – and especially municipalities – change along with the changes in the immediate and distant environment,
- Whether Polish cities fit into the smart city concept,
- How local government can support the development of business initiatives,
- Whether systemic support for the development of business innovation affect the development of startup initiatives.

In the second part of the meeting, students focused on issues related to effective startup management and the determinants of startup functioning in a turbulent environment. The discussed issues included:

- The secret of UBER's success,
- The startup support system offered in Israel,
- The elements of the national and regional startup development ecosystem, and Małopolska province's potential in this respect,
- Whether the cooperation between startups and corporations needed, who leverages it and what is the experience of Polish capital groups in this area,
- The benefits of split payment for innovative enterprises,
- Whether public support of R&D projects can accelerate the development of high-tech enterprises (e.g. the Hyper Poland project),
- What tools should be used to verify the credibility of contractors,
- Whether it is possible to run a stable business in a dynamic environment, and what this stability is.

In the discussion, the students' comments were often supported by their own practical experience, which further enhanced the value of the presentation.

Nearly 200 participants attended the session: students and CUE researchers, but also businesspeople, representatives of the business environment institutions, researchers from other Krakow's universities, as well as from foreign research centers. Participants of the session appreciated the high level of posters and answers provided by the students, supported by knowledge of subject literature, international publications and official statistics. The paper is a presentation of posters accepted by the committees.

The submitted paper would not have been possible without the support of a large group of people. We would like to thank the Chairman of the Organizing Committee of the 12th International Scientific Conference of the College of Management and Quality Sciences of the Cracow University of Economics, Prof. Janusz Nesterak, Dean of the College of Management and Quality Sciences, Prof. Bernard Ziębicki, and Prof. Agata Niemczyk for the support in the publishing process.

*Zofia Gródek-Szostak
Janusz Nesterak
Agata Niemczyk
Wojciech Szymła*

Spis treści

Poster 1	Erasmus as a tool to promote cities and regions A. Popiel, J. Natkaniec, J. Ptak, S. Skowron, M. Bogdanowska	9
Poster 2	Events as the tools in building a competitive advantage M. Franczyk, A. Język, W. Kocurek, O.Kuznetsova, A. Nowowiejska	10
Poster 3	Function of local government unit's image in tourist travel K. Rosiek, K. Skoczeń, M. Wawoczny, W. Zbróg	11
Poster 4	Management of a local government unit in the context of sustainable development M. Ramza, M. Szczepańska, R. Włodarczyk, B. Wojtaś, A. Wróblak.....	12
Poster 5	Municipalities in dealing with demographic decline A. Radchenko, A. Rybalova, Ł. Spindel, M. Wójcik.....	13
Poster 6	Pricing policy in local government unit N. Piątkowska, A. Mrozicka, A. Gołucka, J. Pagdajewska, K. Grabowski	14
Poster 7	Smart city management G. Łopan, R. Wieczorek, A. Wszótek, A. Zając	15
Poster 8	The image of territorial self-government unit in opinion of its inhabitants. The case of Cracow and Dobczyce J. Bisaga, A. Jasek, A. Wójtowicz, T. Grzelak, M. Micherda	16
Poster 9	From startup to corporation. Uber - the success of the first global ridesharing network M. Kotarba, D. Kwiecień	17
Poster 10	From startup to corporation. startup life cycle - from zero to hero Y. Husieva	18
Poster 11	From startup to corporation. Bright and dark sides of business K. Rak, E. Tyliczszak, S. Tarnavska, K. Pudo.....	19
Poster 12	From startup to corporation. Business Angels as a source offinancing D. Garbacz, E. Olejarz, K. Witczak	20
Poster 13	From startup to corporationon the example of the Dropbox, Inc. E. Jamro, K. Raszko, K. Folta, S. Leśniak	21
Poster 14	From startuptocorporation - starting from the ground aiming for thesky E. Niedojadło, M. Bugajska, J. Sroka, K. Barczak	22
Poster 15	From startup to corporation - what is unfair competition M. Bruderek, A. Świrk, D. Tokarczyk.....	23
Poster 16	From startup to corporation—case study of Selvita M. Zakrzewska	24
Poster 17	From idea to Unicorn B. Bojarska M. Drobot K. Kozioł	25
Poster 18	How to create a startup that will succeed K. Kasprzak, O. Skowron	26
Poster 19	VR as a medium of interactive stories O. Stolarska, M. Ślusarczyk, D. Zieliński	27
Poster 20	Facebook master of startups Z. Czudaj, M. Kaleta	28

Poster 21	AMAZON - from Startup to Global Company	
	I. Burda	29
Poster 22	Cooperation between a Start-up and a Corporation – ZenCardandPKO BP	
	K. Barszczewska	30
Poster 23	Cooperation of start-ups with corporation – Synerise and Microsoft	
	A. Bidas	31
Poster 24	LiveKid	
	K. Baran	32
Poster 25	Named among the fastest-growing companies	
	M. Buczek	33
Poster 26	Snapchat brilliant idea turned into reality	
	J. Ćwierz	34
Poster 27	Startups in Israel. Startup nation	
	D. Bogacz	35
Poster 28	Startup can make life easier	
	K. Chłosta, Ż. Wilk	36
Poster 29	“Startup”- how it works?	
	A. Bulanda	37
Poster 30	The Business Incubators as a chance for Startups’ success	
	P. Blicharz, K. Boguszewski.....	38
Poster 31	Travelstartups	
	K. Bachtą	39
Poster 32	Uber: from startup to international company	
	I. Cieřła	40
Poster 33	Classpass - how to become a unicorn in the startup world	
	M. Fiejdasz, A. Golonka, S. Grabka	41
Poster 34	Uber as a perfect example of start-up company	
	A. Feluř, T. Florek, A. Gaj.....	42
Poster 35	Influence of further business environment on the start-up	
	E. Gwizd, K. Janus, G. Jarosz.....	43
Poster 36	5 Reasons your startup should be a benefit corporation	
	P. Iskańka, K. Kaczor, M. Kasiarz.....	44
Poster 37	Gamification in business	
	M. Koral	45
Poster 38	How to develop start-up to become corporation	
	K. Jarosz, D. Kubacki, M. Musiał	46
Poster 39	Human Capital Management	
	K. Kuć	47
Poster 40	Information Management vs Knowledge Management	
	J. Kołozziej	48
Poster 41	Knowledge Management	
	J. Kapuřcińska	49
Poster 42	Public support instruments of cooperation between big corporations and startups	
	J. Koza, A. Kardař	50
Poster 43	Selvita	
	A. Kubajka, G. Kukla, M. Kurcz.....	51
Poster 44	Split payment –the influence on start-up activities	
	L. Ryczek	52

Poster 45	Startup lifecycle K. Kulpaczyńska	53
Poster 46	Systems Management M. Królczyk	54
Poster 47	The power of human resource management K. Kotnis	55
Poster 48	Why corporations and startups need to work together? K. Madej, K. Puzia	56
Poster 49	How to turn into a powerful company from scratch? E. Kamińska, J. Krupa, M. Karpierz	57
Poster 50	Corporation facts vs myths K. Niziołek, P. Oleś, M. Pirga	58
Poster 51	From small start-up to a global brand – how Airbnb made it S. Szewczyk, K. Rojowska, B. Słowik	59
Poster 52	Hyper Poland – to success at the speed of sound R. Ptaszek	60
Poster 53	Raising funds for startup E. Skubisz, A. Skrzypek, I. Ptaszek	61
Poster 54	Shaping the organization of tomorrow on the example of start-up A. Podlińska, W. Plewniak	62
Poster 55	From startup to empire J. Świerczek, K. Świąciak, P. Waksmundzka	63
Poster 56	Human capital as a basis for building a competitive advantage A. Wincenciak, P. Walas	64
Poster 57	Implement your own business idea in practice A. Wadowska, M. Wielgus	65
Poster 58	Use of controlling techniques in verifying contractors credibility U. Wojtas, B. Żurak	66
Poster 59	Driving a stable startup in an unstable economic situation M. Wójcik, S. Wójcik	67
Poster 60	Scale up as an opportunity for startups K. Wojnar, P. Wójcik	68
Poster 61	From fun to success J. Spyrka, K. Stach, D. Świerczek	69
Poster 62	The main challenges and benefits resulting from converting start-up into a corporation J. Trąbka, A. Zegiel	70
Poster 63	How to achieve success? K. Klimek, M. Broszkiewicz	71
Poster 64	Startup... how are they supported? K. Czarczyńska	72
Poster 65	A recipe for a unicorn: what do billion dollar startups have in common B. Mordarska, S. Szrajber, M. Wojsław	73
Poster 66	Differences between start-up and corporation K. Kazienko, K. Krzyściak, J. Lekarczyk	74
Poster 67	How do small company grow into a big company? A. Wróbel, M. Wójcik, K. Podlasek	75
Poster 68	From startup to... corporation? A. Strzelecka, O. Kamińska, A. Majcher	76

Poster 69	From start-up to corporation - how to develop your enterprise B. Rojek, A. Kurbiel, S. Jurkowska.....	77
Poster 70	Main differences between startup and corporation K. Juszczyk, T. Kuś, M. Piaskowski	78
Poster 71	Startup and corporation cooperation I. Szmalec, K. Więcek, M. Urbanek.....	79
Poster 72	From startup to corporation K. Atłas, K. Chmarzyński.....	80
Poster 73	Is every company a start-up? M. Fudala, Ł. Gil, W. Chudzik	81
Poster 74	Polish startups have power K. Broś, N. Hajduk, M. Domalik.....	82
Poster 75	Start-up. Company development stage A. Kędzior, M. Oleksińska, M. Dopnik.....	83
Poster 76	Startup vs Corporate. What is better for a job seeker? A. Marzec, K. Nawara, K. Morga.....	84
Poster 77	Transition from startup to corporation P. Byrska, M. Goryl, A. Pietruszewska	85
Poster 78	How to gain customers A. Jawor, A. Pająk, P. Tarsa	86
Poster 79	From startup to corporation. Mission – vision – strategy W. Kaca, K. Ochmański, H. Olech	87
Poster 80	The Business Model Canvas as a strategic tool for designing innovative business models – the case of Airbnb Inc. K. Sołtysik	88
Poster 81	Start it up! E. Trzeciecka, A. Szewczyk, K. Stefańska	89
Poster 82	Cooperation of polish startups with corporations K. Baca	90
Poster 83	Why AIRBNB became successful? B. Treśka, N. Wiśniowska	91
Poster 84	From startup to corporation - technological world Y. Komenotrus	92
Poster 85	Startup - the first step in your journey to success K. Urbańska, J. Windys, E. Wolańska.....	93
Poster 86	How important is good product development for agrowing company J. Szczepaniec, N. Węgrzyn, K. Puzio.....	94
Poster 87	From startup to corporation M. Kromka, M. Kucz, M. Łach	95
Poster 88	From startup to corporation K. Kowalewski, M. Klocek.....	96
Poster 89	From innovation to cosmic effects M. Kłaś	97
Poster 90	Development of IT companies in The Silicon Valley W. Nowak, G. Sambór, M. Wójcik.....	98
Poster 91	Positive aspects of startups S. Pasternak, D. Polewska, E. Szczyrbak	99

Erasmus as a tool to promote cities and regions

Alicja Popiel, Joanna Natkaniec, Justyna Ptak, Sandra Skowron, Marta Bogdanowska



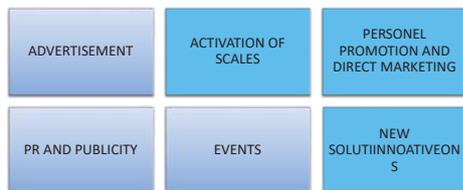
INTRODUCTION

Promotion in territorial marketing should be treated as a whole of activities related to communication of a territorial unit with its environment, including information about economic, tourist and cultural values of the city, convincing about its attractiveness and inducing to purchase or consume territorial sub-products. Promotional activities of cities are most often aimed at attracting potential investors, tourists and shaping proper relations between the local government and the local community¹. One such promotional activity may be the Erasmus programme, which shapes the image and perception of cities and regions and can contribute to their development. The project aims to prove that Erasmus can be one of the tools to promote cities and regions.



PROMOTION INSTRUMENTS

From a wide range of instruments and promotion measures space, the set comes first, which can be included into general promotion, targeted at all target groups, aimed at it to help create the desired image of the region. Tools used for shaping or modification the image is appropriately selected and used visually and stylistically means of expression, such as: logo, characteristic colors, coat of arms, flag, advertising slogan, which allow a permanent presentation of the region, due to which contribute to increasing its popularity and obtaining positive associations with it².



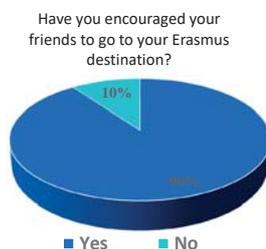
STUDY HYPOTHESIS

- Erasmus contributes to the promotion of cities and regions
- Erasmus provides opportunities for urban development and encourages people to go back to their destination

RESEARCH

The survey was conducted in March - April 2020 via Google form. The aim of the survey was to examine the impact of the Erasmus programme on the promotion of cities and regions. The survey was attended by 100 people. Most of the respondents - in terms of frequency - participated in the Erasmus programme once. The largest number of respondents declared their participation in the programme in 2020-2019. The vast majority of respondents declared that they plan to return to the region in the future. Respondents most often declared their participation in Erasmus in the following countries: Spain (Barcelona, Madrid), Portugal (Lisbon, Porto), Italy (Milan, Bologna), Germany (Frankfurt, Bonn) and Slovenia (Maribor, Ljubljana).

90% of the respondents encouraged their friends to take part in Erasmus and visit their place/region. 97% of the respondents have good memories of their stay at Erasmus. 78% of respondents think that the region/city they visited is very attractive to tourists, 19% that it is on average attractive to tourists and only 3% that it is not attractive to tourists.



Source: Own research.

REFERENCES

- ¹Adamczyk J., Promocja jako narzędzie kreowania wizerunku miasta na przykładzie Rzeszowa, [w] Marketing Przyszłości, Trendy. Strategie. Instrumenty - Wybrane Aspekty Marketingu Terytorialnego, Szczecin 201, Wyd. Naukowe Uniwersytetu Szczecińskiego.
- ²Florek M., Determinanty i Możliwości Promowania Regionów, Ruch Prawniczy, Ekonomiczny i Socjologiczny, Rok LXIII zeszyt 3, 2001r.
- ³Sekula A., "MARKETING TERYTORIALNY" [w] "Marketing. Ujęcie systemowe", pod red. M. Daszkowskiej, Wydawnictwo Politechniki Gdańskiej, Gdańsk 2005, s. 216-237.
- ⁴Ibidem.

FUNCIONS OF PROMOTION



INTEGRATIVE



STIMULATING



COMPETITIVE

The first one refers to the local community and aims to strengthen the ties between its members. The second aims to increase the degree of identification with the area under consideration and to create specific, desirable attitudes towards it. The competitive function exists between individual territorial units which compete for aid funds, investors, tourists, etc³.

INTERNAL AND EXTERNAL PROMOTION

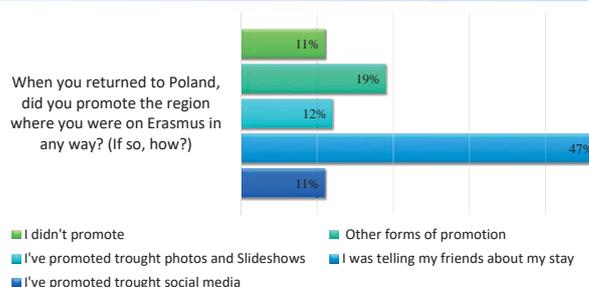
Depending on the recipient, the promotion can be divided into: internal and external. Internal promotion is carried out in an internal environment. Its aim is to shape the image of the spatial unit and gain acceptance for the initiated actions, and even to encourage cooperation of the local community. External promotion takes place in the external environment. It serves to attract the interest of tourists, capital and to shape a positive image among these groups⁴.

Typology of promotional activities in the commune

Product type	Type of recipient	
	Internal	External
Economic	internal economic promotion	external economic promotion
Social	internal social promotion	external social promotion
Cultural	internal cultural promotion	external cultural promotion

Source: Marks M.: Typy działań promocyjnych podejmowanych w gminach wiejskich. W: Marketing Terytorialny. Studia KPZK PAN 2002, nr CXII, s. 217.

RESULTS



Source: Own research.

94% of the respondents claim that the Erasmus programme gives a chance to develop a given region/city. After returning to Poland, the most frequent forms of promoting the visited region/city were: social media, photos and slideshows, conversations with friends and others. 11% did not promote.

CONCLUSIONS

- > A trip to the Erasmus programme is one of the instruments for promoting cities and regions.
- > Thanks to the Erasmus programme, cities and regions have a chance to develop by disseminating information about their positive qualities, which affects their image and further promotion.
- > The most popular methods of promotion of the visited city/region among Erasmus people are: social media, photos and slideshows and conversations with friends and relatives.

EVENTS AS THE TOOLS IN BUILDING A COMPETITIVE ADVANTAGE

Małgorzata Franczyk, Adrianna Język, Wioletta Kocurek, Oleksandra Kuznetsova, Aleksandra Nowowiejska

INTRODUCTION

Strong competition has forced the city authorities to create clear images of their own centers, based on important and unique characteristics. Competitiveness is often defined as the ability to compete effectively (and thus to be better) within certain structures, over a given period of time. In relation to a country, region or city, competitiveness means the ability to build and maintain an increasingly better quality of life for its inhabitants.

The competitiveness of a city can be considered from different points of view, also from the point of view of its tourist attractiveness. It will then be understood as the ability to effectively compete in the area of tourism with other cities [Hernik, 2014].

Among many elements shaping the competitiveness of tourist regions (including cities) are events.

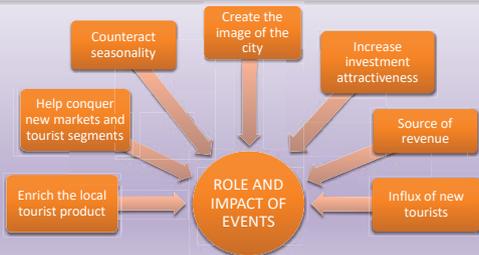
HYPOTHESIS

1. Events increase competitiveness of cities and regions
2. Events help to create a positive image of the city
3. Events help to gain loyalty

OBJECTIVE

The main objective of the research is to determine the consequences of organizing events that affect the competitiveness of cities and to identify the factors influencing the magnitude of the generated impacts.

EVENT MARKETING



Event marketing features the active participation of target groups in the communication process

Event marketing has a unique feature - bidirectionality. It allows, thanks to organized events, to influence selected entities by presenting their own ideas. At the same time, thanks to direct contact, it allows to get to know the attitudes and opinions of the entities it affects.



RESEARCH METHODOLOGY

The research process was divided into two stages:

1. Analysis of chosen New Year's Eve events in Zakopane and Chorzów

For the purpose of the survey, we have chosen two cities: Zakopane (Małopolskie Voivodeship) and Chorzów (Silesian Voivodeship), where the event was organized by Katowice authorities. Due to the fact that the events organized in these cities are among the most popular in Poland, it can be concluded that they play an important role in building a competitive advantages of these cities and regions.

Zakopane	Chorzów
67 000 participants	40 000 participants
Promotion: advertising spots, broad presentation by TVP 2, media resources, city authority, activity in social networks	Promotion: advertising spots, wide presentation by Polsat, media resources, city authority, activity in social networks
Orientation towards the involvement of as many participants and viewers as possible	Orientation on promotion of the region as tourist destination
20 artists, foreign artists invited. Program based on the performances of the greatest stars of polish stage.	20 artists, foreign artists invited. Program based on popular polish music and dance hits

Table 1: informations about events, source: own elaboration

2. A survey conducted among people participating in the selected events

Test method: online survey among 139 respondents

Test period: 15.04.2020-23.04.2020

Form: 4 single-choice closed questions and one question with a phenomenon evaluation according to the given scale

39,6% in

60,4% in



Chart 1: age groups of respondents, source: own data

From all people who participated (139) in our research, 34,9% joined New Year's Eve in Chorzów. 65,1% was then in Zakopane. The biggest group of them, 27,1% of people have to cover the distance 100-150km.

RESULTS

- I have changed my opinion for better
- I have changed my opinion for worse
- My opinion has not changed

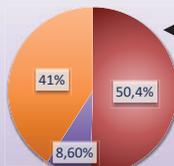


Chart 2: Opinions of people about cities after the events, source: own data

Question from the survey: *Have you changed your mind about this city after the event?*

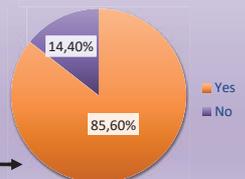


Chart 3: Percent of people (non)interested in coming back to chosen city, source: own data

Question from the survey: *Are you going to visit this city again?*

Question from the survey: *On a scale of 1 to 5, which of the following aspects influenced your choice of event?*

Aspect	The degree of influence over decisions
Event program	Definitely influenced (38%)
Artists	Definitely influenced (61%)
Tourist attractiveness of the city	Definitely influenced (44%)
Advertising campaign	Rather influenced (31%)
Attachment to the media patron	Definitely not influenced (26%)
A positive opinion about the city	Definitely influenced (29%)

Table 2, source: own elaboration

CONCLUSIONS

- The chart number 1 shows that events help to build positive image of the city.
- The chart number 2 shows that events knock down the loyalty of tourists
- The most important thing is the program and selection of artists. As you can see from the table number 2, the image of the city influences the choice of the event.

REFERENCES

- Cieślowski K., Kantyka J., Wykorzystanie wielkich wydarzeń w promocji miasta – na przykładzie Katowic, [w:] „Zeszyty Naukowe Uczelni Vistula”, nr 40 (2015).
- Hoyle L. H., Event Marketing How to Successfully promote events, festivals, conventions and expositions, John Wiley & Sons, Inc, New York 2002.
- Kalinowska-Zełezniak A., Sidorkiewicz M., Event jako narzędzie marketingu terytorialnego na przykładzie działalności Gdańsk Convention Bureau, [w:] „Zeszyty Naukowe Uczelni Vistula”, nr 40 (2015).
- Wood E. H., Event Marketing: Measuring an experience?, 7th International Marketing Trends Congress – Jan 17th /19th Venice.
- Hernik J., Turystyczna konkurencyjność miasta – determinanty, [w:] “Marketing i Rynek” nr 10, 2014, s. 70-76

FUNCTION OF LOCAL GOVERNMENT UNIT'S IMAGE IN TOURIST TRAVEL

Kinga Rosiek
Klaudia Skoczeń
Magdalena Wawoczny
Weronika Zbróg

IMAGE OF THE CITY

There are many definitions of the city's image, but the most accurate and simple to understand is the definition of W.C. Gartner and J.D. Hunt, who describe it as „the impression an individual has about a place where he does not live.” [Gartner, Hunt, 1987]

OTHER TYPES OF CITY IMAGE INCLUDE:

- positive image,
- negative image,
- assorted image,
- own image. [Kizielewicz, 2013]



THE PRIMARY OBJECTIVE

The primary objective of this study was getting to know the opinions of tourists about the image of Katowice and the reasons why this city is visited. The results of the research can be used by the city authorities in trying to improve the image and introduce changes that will attract more visitors and thus support the economy.

CITY IMAGE CATEGORIES

UNIVERSAL IMAGE - it is used by cities that have created a very strong and lasting image among visitors. It is a method that is based on encouraging tourists to choose a given city. It is based on the stereotypes and history of the place,

INDUCED IMAGE - this image is created with a combination of marketing tools with the desire to build specific associations that determine a given place,

EPHEMERAL IMAGE - shaped unconsciously and strongly rooted in specific events taking place in a specific place.
[http://www.wzieu.pl/zn/591/ZN_591.pdf , p. 129 [access: 14.04.2020]]

HYPOTHESIS:

1. Before stay, respondents think Katowice has assorted image.
2. Stay in this tourist place doesn't have any impact on changing opinion about Katowice's image.
3. Older tourists are less disposed to change assessment of image.

THE COGNITIVE-AFFECTIVE THEORY OF TOURIST SATISFACTION [Chi, Qu, 2008]

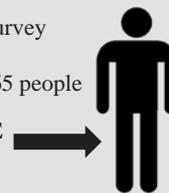
1. The more positive image of the reception area, the greater expectations.
2. The higher expectations, the higher level of verification during stay.
3. The more positive verification of expectations, the more positive emotions and at the same time the less negative emotions.
4. The more positive emotions and at the same time the rarer negative emotions, the higher level of satisfaction.
5. The higher level of satisfaction, the stronger effect of loyalty to the region.

TEST METHOD: online survey

TEST PERIOD: 12-20.04

RESEARCH SAMPLE: 165 people

THE AVERAGE RESPONDENT



Gender: woman

Age: 19-25 years old

Professional status: student

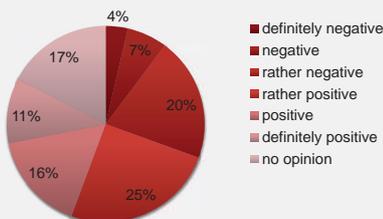
Financial situation: adequate

ASSESSMENT OF INDIVIDUAL ASPECTS OF KATOWICE (scale of the evaluation 1-5)

Tourist attractions	2,8	Atmosphere of the city	3,4
Catering base	3,8	Public transport	3,4
Tourist information	2,5	Cleanliness in public places	3,1
Approach road	4,1		

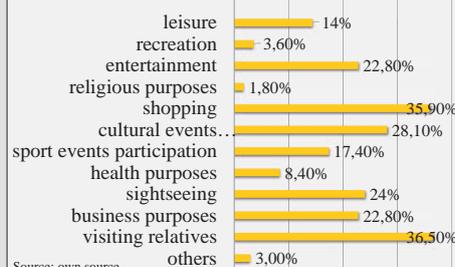
Source: own source.

1. Rate of Katowice before the visit.



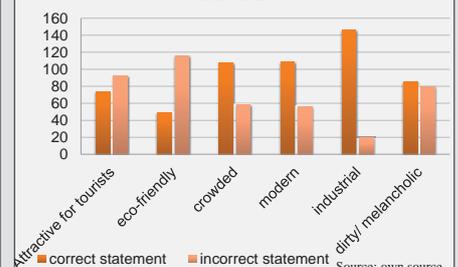
Source: own source.

2. Purposes of visits



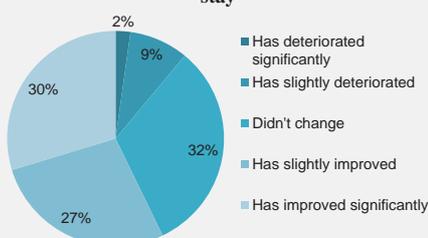
Source: own source.

3. Which statements respondents agree with or not



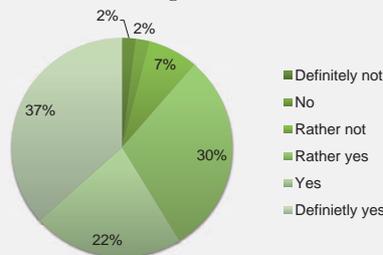
Source: own source.

4. Assessment of Katowice's image after stay



Source: own source.

5. Willingness to return



Source: own source.

CONCLUSIONS:

- The pie chart no. 1 shows that all variants of answers are included – that means Katowice has assorted image,
- As can be seen from the circle diagram no. 4 only one-third of respondents did not change their mind after the stay – majority changed their mind,
- The results of the study indicate that older tourists don't have a tendency to change their assessment.

Photo: own source.

BIBLIOGRAPHY:

1. Gartner W.C., & Hunt J.D. (1987). An analysis of state image change over a twelve-year period (1971–1983), "Journal of Travel Research", 26(2), p. 15–19.
2. J. Kizielewicz, „Kształtowanie marki i wizerunku miasta Gdynia jako morskiej destynacji turystycznej”, p. 4, wyd. Polityki Europejskie, Finanse i Marketing, 2013
4. C.G.-Q. Chi, H. Qu, „Examining the Structural Relationships of Destination Loyalty: An Integrated Approach”, „Tourism Management” 2008, t. 29, n.o 4.
5. http://www.wzieu.pl/zn/591/ZN_591.pdf , p. 129 [access: 14.04.2020]

GRAPHIC:

1. Photo of the Spodek - Own source
2. Logo of Katowice - https://www.katowice.eu/
3. Charts - own study based on research
4. Respondent's particular's image - https://pl.clipart.me/

Municipalities in dealing with demographic decline

Anna Radchenko
Albina Rybalova
Łukasz Spendel
Magdalena Wójcik

HYPOTHESIS: Both large cities and small municipalities must take appropriate measures to reduce the demographic decline

OBJECTIVE: To show the demographic decline in both large cities and small municipalities by means of secondary data analysis

INTRODUCTION

Europe. In 2019, the world's population was 7.4 mln inhabitants, and is forecast to continue rising. Aside from Japan, the EU is the world's most rapidly ageing region in the world. At the period of 2001 to 2016, the number of elderly people in the EU-28 rose overall by 26.6 %, while the overall population of the EU-28 increased by 4.5 %. In 2013 birth rate had fallen to 10.0 live births per 1 000 inhabitants; during the next three years, the EU-28 crude birth rate remained at this level. Among the 10 EU Member States Poland was unique insofar as it was the only Member State that recorded a natural increase in its population, which was exceeded by the negative level of net inward migration.

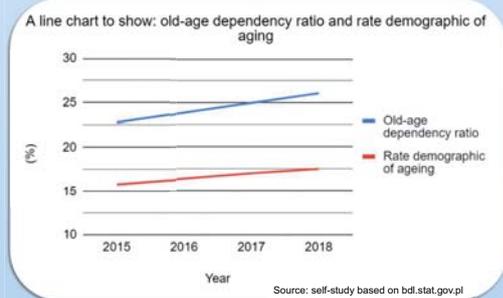
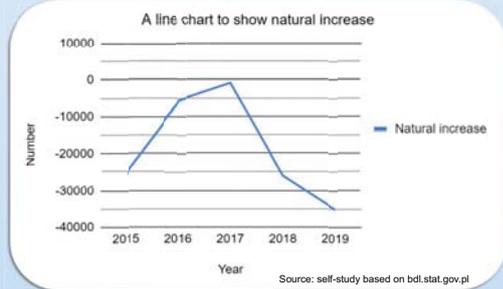
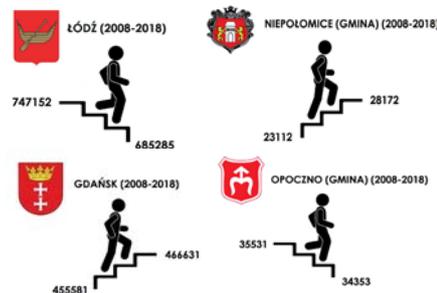


Poland. In the recent years in Poland we can observe a negative natural increase (chart 1). This means that just like many developed countries Poland is ageing - the number of elderly people is getting higher (chart 2). In addition to that it indicates that we can expect a higher mortality rate in the upcoming years.

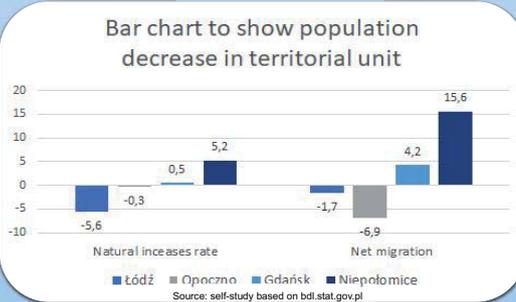
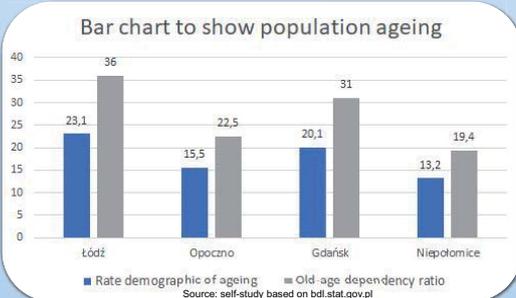
RESEARCH METHODOLOGY

Municipalities. A decrease in birth rate is a huge threat for cities and municipalities also leads to deterioration of local budgets, causes problems with infrastructure maintenance and as a result of these actions to impoverishment of large parts of country. This study contains the analysis of demographic data for Łódź (Łódź Voivodeship), Gdańsk (Pomeranian Voivodeship) and urban/rural municipalities: Niepołomice (Lesser Poland Voivodeship) and Opoczno (Łódź Voivodeship).

Population of analyzed units over 10 years



In order to improve the demographic situation, territorial units take appropriate actions, which are presented below. They will allow to keep current residents and attract new ones.



From abroad. When moving to Görlitz, in Germany, you can count on a welcome package (including renovated high-standard communal apartments). The city has been offering a new Resident Card for several years; at the signing of a lease agreement for at least 18 months with the municipal housing manager in Görlitz and with the electricity provider tenants will be exempt from basic rent charges for three months. The Municipal Transport Management Company exempts new residents of Görlitz from bus and tram charges for two months.

Bibliography:
GUS's reports regarding demography in years 2015-2019;
Eurostat reports regarding population in Europe.

Łódź	<ol style="list-style-type: none"> 1. Take action to protect the city's security. 2. High availability of housing for young people. 3. Wide access to kindergartens, nurseries, and other forms of pre-school education leading to job retention / parents return to the labor market.
Gdańsk	<ol style="list-style-type: none"> 1. Resident card - Free public transport for students, a package of 10 free entries or services. 2. Program to support the procreation of Gdańsk residents. 3. Long-term city development strategy GDAŃSK 2030 PLUS.
Niepołomice	<ol style="list-style-type: none"> 1. Building a stable economy based on the Niepołomice Investment Zone. 2. Making organized community by supporting young families and organization of community health prevention campaigns. 3. Introducing an integrated and attractive leisure offer: building Niepołomice Centre for Sport and Recreation, launch Niepołomicki News Porta.
Opoczno	<ol style="list-style-type: none"> 1. Activating entrepreneurship in the rural areas. 2. Develops sport and recreation infrastructure by making outdoor gyms and ecological didactic areas. 3. The improvement of the education system, also new facilities like after-school club.

CONCLUSIONS

The problem of the demographic decline concerns both municipalities and large cities. Depopulating municipalities and cities should focus primarily on providing adequate living conditionals for their own residents, but also aim to attract new ones.



Cracow University of Economics
Faculty of Management

PRICING POLICY IN LOCAL GOVERNMENT UNIT

INTRODUCTION

The aim of this poster is to introduce the topic of pricing policy in local government unit.

The definitions of territorial marketing are generally wide, and they include various dimensions. On the one hand, it is associated with satisfying the needs of the local and regional community, and on the other with the impact of public organizations on those communities, activating them and learning partnership between entities.^[1]

In basic terms, territorial marketing is the entirety of actions taken to attract to the municipality by informing (communicating) first of all internal and external investors. It is also a development program for local enterprises and for promoting a good image of a territorial unit. Undoubtedly, the most important thing is to create the best conditions for investors such as building a proper road infrastructure and providing investment areas.^[2] The advantages of marketing mix are that it actually includes all the benefits that consumers can obtain at the level of market transactions. The second asset is that all of the company's investment in market activities is transferred with four tools.^[3]



Source:
<https://marketingmix.co.uk/content/uploads/2014/04/marketing-mix-4ps.jpg>



PRICES IN TERRITORIAL UNITS

The prices in a territorial unit perform the following functions:

- **INCOME RELATED** - it is partly related to the commercial activity of the territorial unit, being a source of income for it;
- **STIMULATIVE** - refers to the prices of services provided on a commercial basis, and especially in the case of products guaranteeing prestige, e.g. a fee for the opportunity to use the emblem of a given town to promote a company;
- **INFORMATION** - the price provides information to the buyer about the quality of the product / service and its rarity;
- **ALLOCATION** - the price allows for reimbursement of costs incurred and achieving a financial surplus;
- **INCENTIVE** - the price encourages customers to buy products or use the service;
- **REDISTRIBUTIVE** - in the field of goods and services significant from the point of view of external benefits and preventing waste and rationalizing the use of goods and services public as needed.^[4]

Price is one of the four marketing elements of the revenue-generating mix. In local government, the price of the service does not always depend on the price of its production. It can be higher, equal or lower, and some services are provided for free.

Municipalities have quite broad qualifications. They can shape the size of the influences of their own revenue. In determining their level, the only limit is the rate defined by law. Shares in public taxes are an exception from this rule. Territorial authorities have no influence on their size, nor may they reduce or exempt them.^[5]

PRICE FOR INDIVIDUAL SEGMENTS

The price in the structure of the local government unit has a different impact for individual segments. It will vary for the investor, resident or tourist.

- for the **INVESTOR**, an important issue is eg. exemption from fees, taxes and various types of rebates
- for **RESIDENTS** these are discounts or allowances for an apartment, discounts on public transport with a resident card, discounts for large families, discounts on purchasing tickets to municipal cultural institutions
- for **TOURIST** prices are shown in the form of discounts for sightseeing a city, in restaurants or hotels.

RECIPIENTS

The main recipients of local government units are distinguished on the basis of segmentation of buyers of territorial units and are divided to:

1. internal buyers:
 - permanent and occasional residents (students, seasonal workers)
 - members of local authorities
 - employees of enterprises and public utilities
 - local entrepreneurs
 - local organizations and institutions
 - representatives of local lobby
2. external buyers:
 - domestic and foreign tourists
 - visitors
 - potential residents
 - highly qualified workforce
 - domestic and foreign entrepreneurs
 - investors (domestic and foreign)
 - central government
 - governmental organizations and agencies
 - domestic and foreign institutions.^[6]



PRICING POLICY

The price as a marketing term includes fees that are paid to units of the budget sector. Prices vary in the structure of the local government unit. There are two organizational and legal forms in local governments: budgetary units (e.g. municipal police, schools) and local government budgetary establishments (municipal enterprises, sobering centers, sports and recreation centers, local public transport, graveyards). Those forms have different abilities in price formation. There are also situations in which collective public needs that local governments are responsible for are satisfied by other entities, or possibly by establishing commercial companies. An important element of the pricing policy that has its place in local government policy is also the granting of rebates. In the case of territory, they mainly come down to fees and taxes. Mostly, they are in the form of exemptions, reductions, installments. The most common are installments or deferred payments.^[7]

Part of the pricing policy in local governments are rebates granted to specific groups or for specific behavior (e.g. for the use of waste-free technologies).

RESEARCH

From 1st to 10th April an anonymous survey was conducted to determine what residents think about the price levels in the municipality of Cracow. 103 people from the municipality of Cracow took part in the survey. Among respondents there were:

- 57% of women and 43% of men
- 54.4% of people from 18 to 25 years old, 16.5% of people aged 26-36, under 15% aged 37-45, about 8% from 46 to 55 years old and around 6% over 55 years old.
- 62.1% with a university degree, almost 30% with secondary education, 8% vocational education, less than 2% with basic education
- 46% with good financial situation, 38% average, less than 10% with very good and about 6% with bad material situation.

Public Transport Prices



More than half of the respondents (53%) said that the prices of public transport in the municipality of Krakow are right for the quality, while about 47% of people thought it is too high.

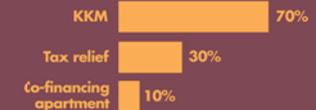
Entertainment Budget



Almost 60% of respondents said that after paying all bills and buying food, they have less than 50% of the budget that they can spend on entertainment. About 30% of respondents claim that they have over 50% of the budget, while the smallest group (about 13%) are those who remain 50%.

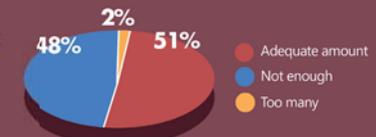
- Natalia Piątkowska, B.A.
- Aleksandra Mrozicka, B.A.
- Adrianna Gołucka, B.A.
- Jana Podgajewska, B.A.
- Karol Grabowski, B.A.

Municipal Programs



Municipal programs that locals enjoy the most are: KKM (Cracow City Card), which is used by more than 70% of respondents, then about 30% of respondents take advantage of tax relief offered by the municipality, and less than 10% get benefits of co-financing apartments.

The Amount of Municipal Programs



Over half of the respondents assume that the programs offered by the municipality of Krakow are adequate in relation to the needs of residents. 48% of the respondents thought that there are too few of them, while only 2% think that there are too many of them.

CONCLUSION

Price is one of four elements of the marketing mix in territorial terms.

- It performs the following functions: income, stimulation, information, allocation, stimulus and redistributive.
- The price defines the conditions of using the offer: against payment, partly against payment, fully paid.
- It has a different impact on individual segments, so it will vary for the investor, resident and tourist.

References :

- [1] A. Piątkowska, Marketing terytorialny w komunikacji i partnerstwie regionalnym i lokalnym, HANDEL WYMIERNY 2 (07-08/2016):240-252 (tom 1), Uniwersytet Warszawski
- [2] Uniwersytet Szczeciński, Zestawy Naukowe nr 546, ekonomiczne problemy usług, nr 56, MARKETING PRZYJAZDNI TRENDY STRATEGIE INSTRUMENTY PARTNERSTWA I KOMUNIKACJA W REGIONIE, Szczecin 2010
- [3] M. Piątek, Marketing w zarządzaniu firmą, Wyd. AG Market, Wrocław 2014, s. 28-29
- [4] P. Januszewska, Funkcje i metody ustalania cen w jednostce samorządu terytorialnego, Uniwersytet Przyrodniczy w Lublinie, Polityka Europejska, Finanse i Marketing, 10 (IV) 2013
- [5] A. Gołucka, Marketing i Specjalizacja, pod red. M. Dębowskiej, Wydawnictwo Politechniki Częstochy, Częstochowa 2020, s. 216-237
- [6] H. Szulca, Miłkiewicz, C. Chładowska, Segmentacja jako podstawa informowania działań marketingowych, ACTA UNIVERSITATIS LODZIENSIS, FOLIA OIKONOMICA, 179, 2014
- [7] Prof. Sławek A., Cierły Kennetha prace samorządów terytorialnych do przedłożenia w zakresie prowadzenia działalności gospodarczej W Lublinie układy partnerskie, Szczecin Polska (Zarządzanie Ekonomiczne 2004

AIM

The main aim of this project is to show the smart city idea and use of technology in their management. Two selected Polish cities - Krakow and Warsaw will be analyzed in terms of implementing the concept of smart city and their image among the residents.

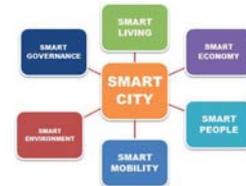
ABSTRACT

There is no doubt that the world is constantly moving towards increasing urbanization. Currently, cities that develop standard of living using modern technology in management process are referred to as smart. It has become a goal for more and more cities in the world, including Krakow and Warsaw. For the purpose of work, these two have been compared with other European cities striving to become smart. Studies have shown, that both of them achieve higher than average assessments of the use of technology in the development of the city's infrastructure, but Warsaw is ahead of Krakow in every field. It is a proof, that it has many areas in which it can still develop. However, to be able to achieve more, prudent management must go hand in hand with creative use of the opportunities offered by modern technologies.

INTRODUCTION

Smart City is a creative city strongly focused on development and innovation. It is a response to changing needs in various areas such as security, infrastructure, management, ecology and transport. A characteristic element of an intelligent city is the big role of advanced technologies. They enable the sustainable development of cities, reducing at the same time consumption of natural resources and improving in this way the quality of life of residents. A smart city is an ultra-modern urban area that addresses the needs of businesses, institutions, and especially citizens [Sikora-Fernandez, 2013, p. 84-85]. In order for cities to be considered intelligent, they must contain elements such as: smart economy, smart mobility, smart environment, smart people, smart living and smart governance [Gotlib, Olszewski, 2016, p. 23-25].

Figure 1. A smart city model



Source: Own elaboration.

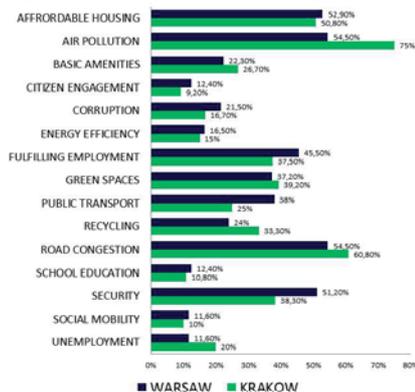
An efficient smart city management policy should coordinate social, economic, spatial and environmental aspects. It requires the use of advanced technologies, stimulating innovation, economical use of local resources and effective cooperation between authorities and residents. Good management of a smart city also means clear management processes, rational development strategy as well as adequate and effective actions [Sikora-Fernandez, 2013, p. 87].

CASE STUDY

Warsaw become a significant center for the development of entrepreneurship, innovation and startups. Its initiatives – the Million Trees app, the Step by Step project or the modernization of the heating network affects the sustainable development of the city. Through the participatory budget and access to open data sets, Warsaw authorities stimulate creativity and engage residents in the technological progress of the city. Many innovative solutions are introduced in Krakow to improve the lives of residents. In the city are used systems as TTSS – Tram Traffic Control System, UTCS – Urban Traffic Control System and Intelligent Lighting Control System. In use is also City Spatial Information System – website consisting of maps/applications available for citizens who can participate in surveys and submit comments regarding the development of the city's green areas.

The IMD Smart City Index from 2019 is a rating of the city's perception of issues related to technological applications available to them. The study was conducted by recording the opinions of 120 city residents. In Smart City Ranking inclusive 102 cities, are found two Polish examples – Warsaw on 61st position and Krakow on 69th.

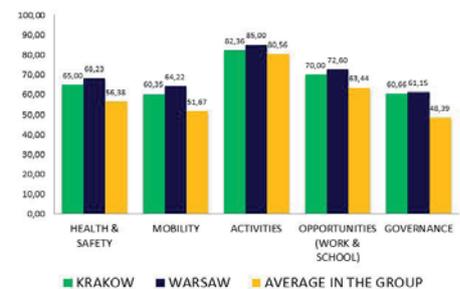
Figure 2. Percent of respondents who choose the priority area



Source: Own elaboration based on IMD Smart City Index 2019.

(Figure 2) Respondents were asked to show the most significant categories for their city. The higher the percentage of responses per area, the greater the priority for the city. Based on the second chart, it can be concluded that the most important problems for the residents of Krakow and Warsaw are air pollution and road congestion due to excessive traffic. Although the city authorities are taking action in this regard, it is not enough for the residents. Housing prices are another important aspect for the inhabitants of both cities - over half of the respondents considered this area to be one of the priority. Important factors in Krakow include also: green areas, safety and job satisfaction, which obtained similar results. Since the green areas are a showcase of Krakow, their issue should be included in the further development of the city. On 4th place in Warsaw is safety. The next elements – satisfying work and public transport – are less important. In both cities, school education, citizen engagement and social mobility are not of great significance in opinion of residents.

Figure 3. Comparison of Krakow, Warsaw and the average in 3. group



Source: Own elaboration based on IMD Smart City Index 2019.

(Figure 3) According to the IMD Smart City Index report, Krakow and Warsaw are in the third group with other European cities such as Athens, Bratislava or Lisbon. Ten cities were compared in 5 categories, obtaining points on a scale from 0 to 100. Krakow and Warsaw are above average in each field. It proves the relatively high rate of implemented smart idea. Polish cities stand out the most in the category of governance (around 11 points more), health and safety, and mobility (around 10 points more). The smallest difference among the scores regarding the activities category, may result from the fact, that most European cities have a well-developed cultural offer.

CONCLUSIONS

After analyzing the research carried out in Krakow and Warsaw regarding the implementation of smart city idea, it can be concluded that these two cities have similar problems, but use different solutions. There are imperfections arising in the process of implementing new technologies, but it is certain, that these cities are on the right track. It is especially shown by last year's Smart City ranking – Krakow and Warsaw took place in the third group of the smartest cities and achieved better scores than average in the group. To improve the position in the ranking, city authorities should allocate more funds to the implementation of modern technologies and use their potential. Residents should be encouraged to participate more in the city life, because it will depend on them only, to what extent their needs will be met and the standard of living will improve. We should observe further steps of implementing smart strategy in Krakow and Warsaw, because time will show to what extent their solutions can be called smart management.

BIBLIOGRAPHY

- Gorzalany J., Lorek S., *Is Kraków a smart city yet? Analysis of the effectiveness of implementing the smart city concept in Kraków*, "Geomatics, Landmanagement and Landscape" Nr 4, 2018,
- Gotlib, D., Olszewski R., *Smart City. Informacja przestrzenna w zarządzaniu inteligentnym miastem*, PWN, Warszawa 2016,
- IMD Smart City Index 2019, The IMD World Competitiveness Center, 2019.
- Khatoun R., Zeadally S., *Smart Cities: Concepts, Architectures, Research Opportunities*, "Communications of the ACM" Nr 8, 2016,
- Nowicka K., *Smart City – miasto przyszłości*, "Gospodarka materiałowa i logistyka" nr 5, 2014,
- Pichlak M., *Inteligentne miasta w Polsce – rzeczywistość czy utopia?*, Zeszyty Naukowe, Organizacja i Zarządzanie z. 127, Politechnika Śląska, 2018,
- Sikora - Fernandez D., *Koncepcja "Smart City" w założeniach polityki rozwoju miasta - polska perspektywa*, Folia Oeconomica 290, 2013,
- Stawasz D., Sikora-Fernandez D., *Dobre praktyki inteligentnego zarządzania w polskich miastach*, "Studia Miejskie" tom 19, 2015,
- Warszawa w kierunku smart city, Knight Frank, 2018.

THE IMAGE OF TERRITORIAL SELF-GOVERNMENT UNIT IN OPINION OF ITS INHABITANTS. THE CASE OF CRACOW AND DOBCZYCE

by J. Bisaga, A. Jasek, A. Wójtowicz, T. Grzelak, M. Micherda



ABSTRACT

One of the most important aspects of a well-prospering territorial self-government unit is its positive image. It is a key-factor for many decisions and local development. The desired image can be shaped by various marketing tools and the local community is a significant segment of the unit. The aim of presented study is the identification of the differences among citizens of small and large communes on the example of Dobczyce and Cracow inhabitants. The research presents their approach to the inhabited unit and perception of its image in reference to the neighbourhood, infrastructure, local authorities, investment area and many others. The results allowed among the others to prove the hypothesis that smaller communities are more likely to identify themselves with inhabited region than large communities.

INTRODUCTION

The creation of territorial self-government units in Poland after 1989 was the reason why its positive image among citizens became truly necessary. The unit's image can be described as a simplified combination of subjective impressions and beliefs that people have about a territorial unit [Dewalska-Opitek, 2010, s. 85].

To help managing such units in a profitable way, the concept of territorial marketing was invented [Sekula, 2005, s.216-218]. The most important group of its recipients are the inhabitants whose opinion and actions have key-meaning for the local growth and maintaining competitive position among the units [Brańska, 2011, s.55].

The main aim of this study is the identification and analysis of differences between citizens of small and large communes (Dobczyce and Cracow) in relation to their territorial units' image.

RESEARCH METHODOLOGY

The research was conducted by the method of a diagnostic survey – in the form of questionnaires. It was carried out in April 2020. The aim of the research was to find out, if the following hypotheses are correct:

- Small communities are more likely to identify themselves with their region than residents of the city;
- Small communities are more collective;
- Large communities are less involved in supporting the image of their commune.

RESPONDENT PROFILE



185 respondents from Dobczyce and 114 from Krakow participated in the survey. Total: 299 respondents.

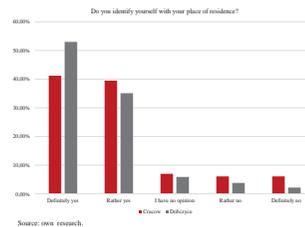
- | | |
|-----------------------------|-----------------------------|
| Cracow: | Dobczyce: |
| • Woman (62,3%) | • Woman (73%) |
| • Age range 26-45 (45,6%) | • Age range 26-45 (45,9%) |
| • Higher education (69,3%) | • Higher education (55,1%) |
| • Intellectual work (36,8%) | • Intellectual work (38,4%) |

BIBLIOGRAPHY:

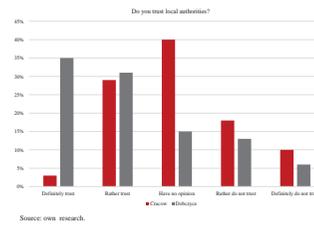
1. Brańska S., *Mercatynicy jako adresat działań marketingowych władz samorządowych*, [w:] *Studia Ekonomiczne i Regionalne*, Tom/Volume IV, Nr/No 1/2011, Państwowa Szkoła Wyższa im. Papieża Jana Pawła II, Biała Podlaska 2011, s. 55.
2. Dewalska-Opitek A., *Badawanie wizerunku jednostki terytorialnej na przykładzie województwa śląskiego*, [w:] *Zeszyty Naukowe Instytutu Spraw Publicznych Uniwersytetu Jagiellońskiego - Zeszytanie Publiczne*, Numer 4/12/2010, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2010, s. 85.
3. Sekula A., *Marketing terytorialny*, [w:] *Marketing. Ujęcie systemowe*, pod red. M. Daszkowskiej, Wydawnictwo Politechniki Gdańskiej, Gdańsk 2005, s. 216-218.



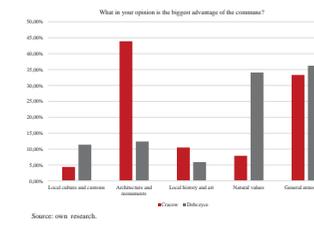
RESIDENTS OF CRACOW AND DOBCZYCE



The differences in response in the researched municipalities are small. More than a half of the inhabitants of Dobczyce are definitely identified with their place of residence (53%), whereas in Cracow the answer "definitely yes" is 41.2%. It can be stated that people living in smaller self-government units are more certain of their belonging to them.



In case of Cracow, the majority of the respondents (40%), do not have an opinion on trusting local authorities. On the contrary, the majority (66%) of the inhabitants of Dobczyce declare trusting their local authorities.



According to the statistic almost 40% of respondents from Dobczyce choose answer "General atmosphere between citizens", and second most popular was "Natural values" (34.1%). In Cracow most popular answer was: "Architecture and monuments" (43.9%). Where at least popular answer in Dobczyce was "Local history and art" (5.9%) and in Cracow: "Local culture and habits" (4.4%).

FEEDBACK FROM CITIZENS

„Do you think that creating civic budget projects is needed?” and „Have you ever participated in voting for civic budget projects?”

The structure of answers in both communes to both questions is very similar. 64.9% of the inhabitants of Dobczyce and 52.6% of the inhabitants of Cracow confirmed that they have not participated in voting for civic budget projects, which constitutes more than half of the respondents. Therefore, the answers to the second question about the need to create these projects seems surprising. 77.3% of the inhabitants of Dobczyce and 86% of the inhabitants of Cracow say that the budget projects are needed. We can notice here a certain inconsistency of one's beliefs in relation to active actions among the respondents.

„What in your opinion is the biggest advantage of the commune?”

According to the statistic almost 68% citizens from Cracow rated their city as very attractive for tourists. In Dobczyce situation was different, 36% of respondents chosen answer that their city is very attractive for tourist. Situation at labour market in the opinion of the respondents was quite similar, 14% from Cracow and 15% from Dobczyce says that is bad or very bad. Vast majority 80,70% respondents from Cracow choose answer that says in their city Sports and recreation offer is on good level or better. Little different situation is at the Dobczyce where 71,89% of respondents says that Sports and recreation offer is on good level or better.

„Do you think that you can count on your neighbors in a difficult situation?”

In Dobczyce 31.9% respondents said that they were sure of help from their neighbors and could count on them, while in Kraków the same answer was marked by significantly fewer 15.3% respondents. It can be said that people from smaller cities feel a greater bond with their neighbors and more often try to help each other in difficult situations.

Are you satisfied with the investments in your commune?

Majority of the inhabitants (over 50%) in both cases indicate that investments in their communes are useful but not exactly sufficient.

In case of Dobczyce, 40% of the respondents think that investments are useful and completely sufficient. In contrast, same opinion have 14% of Cracow's inhabitants.

RESULTS & CONCLUSIONS

Taking everything into consideration, the results have shown some important differences among the inhabitants of Dobczyce and Cracow. Two out of three hypothesis have been confirmed and one of them has turned out to be false. According to the results, smaller communities are more likely to identify themselves with their territorial unit and are more collective than large communities. The research has allowed to disprove the hypothesis that inhabitants of large communes are less involved in supporting their territorial unit.

Furthermore, the research has revealed the inhabitants' perception of their territorial units. If it comes to local authorities, the majority of examined Dobczyce citizens has declared trust in their local government, meanwhile Cracow inhabitants have had no opinion on that. One of interesting aspects was the main advantage of the communes. In Dobczyce people believe that their greatest value is the local atmosphere. On the contrary, Cracow citizens find the architecture as the main advantage of the commune.

Among the similarities, the satisfaction with investments has to be pointed out. Both of examined groups in majority have indicated the answer that investments are useful but not sufficient. Another example is the perception of the commune as a good place for living. In both cases more than a half of Cracow and Dobczyce citizens has declared that inhabited territorial unit is a location where they can fulfill their needs easily. Both groups believe that the neighborhood is friendly for the inhabitants and tourists.

To sum up, the images of both territorial self-government units in the inhabitants opinion are positive. Depending on the field, there are some visible differences and similarities among examined groups. The results may be useful in some deeper analysis and can be an auxiliary material in the case of planning the unit's strategy of activities. The study also has revealed the authentic citizens opinions on specific fields such as infrastructure and investment area in their territorial unit.



The image of territorial self-government unit in opinion of its inhabitants. The case of Cracow and Dobczyce
J. Bisaga, A. Jasek, A. Wójtowicz, T. Grzelak, M. Micherda

Michał Kotarba
Dominik Kwiecień

From startup to corporation Uber. The success of the first global ride-sharing network



What is the key to Uber's extremely fast growth?



Uber is an American company based in San Francisco, the creator of the Uber mobile app which is used to order a car transport. Uber provides services in over 900 cities around the world to over 110 million customers. The idea for Uber was born when its founder Travis Kalanick couldn't find a taxi in Paris to get to the conference. After two previous unsuccessful ventures, it was extremely difficult for Kalanick to convince investors. However, as soon as Ubercab was launched in San Francisco, it became a big hit. After the first success, it was decided to expand to other cities in the US and abroad and the first city was Paris. Uber is currently valued at USD 52 billion.

Uber has its own smartphone application where the customer can choose the starting point and destination of their journey. At the end of the route, they are obliged to pay with debit or credit card connected to his account in accordance with the approved estimated amount, being the result of the temporary supply of drivers and passenger demand. Drivers working in the Uber system are not direct employees, but only contractors. They can use their own or rented car. However, before they are allowed to cooperate, they must undergo health tests, as well as have a driving license, appropriate age and a mobile device. For the safety of passengers, from time to time drivers are checked when logging in by having to take a selfie to confirm their identity.

The company's success, which led to the position of a global leader in car ride-sharing services, was associated with the use of a very innovative approach. It was based on filling the market niche between taxi services and using personal cars. This allowed Uber to connect passengers directly with drivers performing services through the company's mobile application. In addition, Uber is able to monitor the level of customer satisfaction through the driver rating system, which leads to keeping the staff at the highest level. It allows providing much greater security for users of Uber services, compared to taxis.



Summary and conclusions:

What is behind the rapid development of Uber, allowing for a smooth transition to the level of global corporation? First of all, it is to notice a market niche, where there is no competition yet, or which has not been successfully controlled by another startup. This situation can be called the discovery of the blue ocean. In the next phase, Uber managed to efficiently obtain financing, which allowed the create applications and company structures, as well as conducting a wide promotional campaign of services, allowing for broad expansion.

References: Adam Lashinsky, *Wild Ride: Inside Uber's Quest for World Domination*, New York, 2017, uber.pl



STARTUP LIFECYCLE FROM ZERO TO HERO

The main idea: The stages of development of a startup are associated with plant life: the seed is planted and watered, it grows in a stem with leaves, develops and a flower appears on the top. A flower is a symbol of plant maturity, and in the field of entrepreneurship, maturity means that a startup has grown into a stable business. In this article I will tell you how to make sure that your startup does not dry out and wither, but blooms with bright colors.

STARTUP'S LIFE STAGES

We divide the longest and most laborious "seed" stage into the following subclauses:

PRE - SEED
In short: you have a thought about a startup and you think about it.

SEED
In short: the concept is ready, the fans are found.

MVP
In short: it's time to make a basic version of a startup.

PRODUCT - MARKET FIT
Briefly: MVP is gaining momentum, and you enter the free market.

DEATH of VALLEY
Briefly: investments and cash investments were found, but there is no profit yet.

LAUNCH

Briefly about the stage: product launch and intensive work to promote the brand.

Ideal team: startup, marketer, developers, client manager, tester + lawyer, accountant.

Tasks: vigorously promote the product be mindful of legal issues, such as brand registration carry out rigorous tests, optimization and troubleshooting improve both the product and the brand of the company, and especially its leaders re-search for investors

SCALE

Briefly about the stage: the growth and expansion of a startup. The ideal team in the last two stages grows with the development of a startup and changes depending on its direction.

Tasks: hire cool professionals constantly look for new niches, market funnels, CA foster a corporate culture we will say the following about the last two stages - keep moving & believing and everything will work out.

Not only Silicon Valley is able to reach cloudy heights.

MATURITY

Briefly about the stage: the stage of maturity and the beginning of an ordinary business.

Tasks: delegate management expand staff office look for opportunities to open a branch abroad create localized teams for more effective results continue to grow and develop

CONCLUSIONS :

- Every startup is different, every looks like another one, but it is still individual. A startup can turn out to be a spikelet of wheat, or maybe a huge oak. It all depends on you. The main thing is to grow it strong and sustainable.



made by : Yana Husieva

BRIGHT AND DARK SIDES OF BUSINESS

What are the differences between a huge market leader and a small innovative company?

Start-up advantages:

- low costs of running a business
- at the beginning people do not need to have such a lot of capital as in common company
- high investment refund after achieving success at the market
- great opportunity for young person to experiment
- how to trade at the business world
- knowledge and experience growth

Start-up disadvantages:

- High risk of failure
- Low compensation
- Poor market access
- Team conflicts
- Lack of resources
- Stress out
- Longer hours of working
- Learning to be frugal
- Ability to run multiple tasks

Corporation advantages:

- the shareholders are not personally liable for any debt associated with the corporation
- ease of funding – corporations can transfer ownership by buying or selling its shares
- no limit to the life of a corporation, since ownership of it can pass through many generations of investors
- brand recognition with an existing, loyal customer base
- invest in individuals through education, skill development, and career assistance programs to help align an individual's personal career goals

Corporation disadvantages:

- employee anonymity
- high hierarchy (information goes through many levels of management)
- stress related to employee requirements - rat race
- an employee often spends many years on one position
- extremely high costs of running a business

Both big corporations and start-ups are needed on the market. People treat corporations as big tanks that never stops but moves slowly. Where as start-ups are seen as speed boats that explores new industries, creates new trends.

They offer diffrent things and solution to the people but they both keep the society moving and learning new things.

**AUTHORS: KATARZYNA RAK, EDYTA TYLISZCZAK,
SOFIA TARNAVSKA, KATARZYNA PUDO**



Dominika Garbacz
Ewelina Olejarz
Kinga Witczak
WZIBS2-1211

Business Angels as a source of financing

BUSINESS ANGEL

an individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.

Business Angels

- ▶ people aged 40-60, most often men
- ▶ private investors with a good understanding of industrial activities
- ▶ financially independent, accessible by private assets and high income
- ▶ persons who have achieved success
- ▶ they have the capital to start, information, contacts and experience
- ▶ get involved in the availability offer to get profits

Financing by Business Angels began in American companies in California's Silicon Valley. In Poland, business angels started investing since 1990, during the transformation process. Then the development of entrepreneurship progressed and many small and medium-sized operational units started to operate. Business Angels are not new forms of business financing, but in recent years have become the subject of research and interest.



Advantages

Disadvantages

- | | |
|--|---|
| <ul style="list-style-type: none"> • Business Angels usually take the risk associated with your idea • An investment from Business Angels is not debt. • Business Angels give advice on how to report success • You will get contact to their network and community • Business Angel can invest at any stage of the business evolution cycle. • You have the chance to regain your attendees | <ul style="list-style-type: none"> • A high tolerance for risk has its price • You reduce your future profits with Business Angel • You lose some control over your business • Business Angels leave your company after a while • Don't expect to receive follow-up investments • Some Business Angels invest in companies that are outside of their industry and knowledge |
|--|---|

Investment by Investee Development Stage in Europe (2018)

36%
Preseed
financing of ideas and research projects

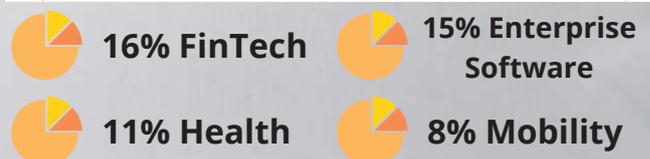
62%
Seed
financing provided to research

27%
Early Stage and Start-up
financing for product development and initial marketing



- ✓ Business Angels market in Europe increased to an estimated 7.45 billion Euros in 2018, a growth of 2.44% from 2017. In Poland Business Angel market with €16.82 million Euros of investment in 2018, up 16,32% from 2017
- ✓ The business angel community in Europe grew to an estimated 345.000 investors which closed 37,200 deals in 2018
- ✓ The largest of Business Angels networks in Europe is EBAN - European Business Angels Network. In Poland there is POLBAN covered by the Association of Capital Investors

Sector distribution of investments in Europe (2018)



Source:
• Statistics Compendium 2016, <http://www.eban.org/>
• Dąbkowski A., Rynek inwestorów wysokiego ryzyka - aniolowie biznesu, KNUJW 2015; 4(46): 18-35

From startup to... corporation

on the example of the company Dropbox, Inc.

Authors:

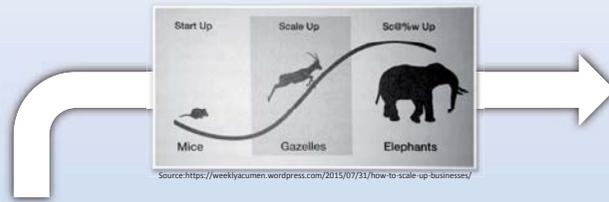
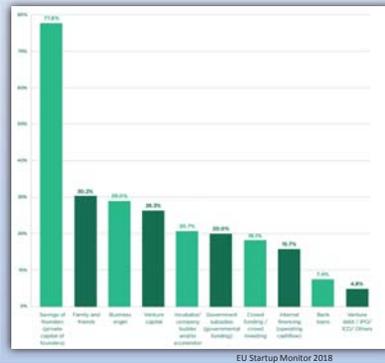
Eliza Jamro
Karolina Raszko
Kamil Folta
Sebastian Leśniak



How can a startup become a corporation?

The answer was based on desk research.

Financing Sources of Startups
(EU countries only)



Startup ⁱ

Startup is a temporary organization or a young innovative enterprise which are looking for a business model that would allow its profitable growth. Startups face high uncertainty and have high rates of failure. A minority of them can become successful and influential. Some startups become leaders in their industry and achieve huge profits.

STEP BY STEP

The key to scaling from a start-up to a corporation which is the proverbial scaling from a Mice to an Elephant is following a key success factors. According to the authors, the essence of each business is its **people**. To guide them and sustain them you need to **constitute a bunch of rules** and act consonantly with those principles. Next important aspect is **creating a successful strategy**. You are not able to get ready for unexpected situations, but you can protect yourself from the consequences. The authors believe that having **cash reserves and avoiding unnecessary expenses** is crucial. In our opinion - company must have funds for at least 2 months of business without income. Once you act on these strategies and have a big purpose for your business, you are ready to get oneself into the incredible journey of entrepreneurship.

Everything should be made as simple as possible, but not simpler

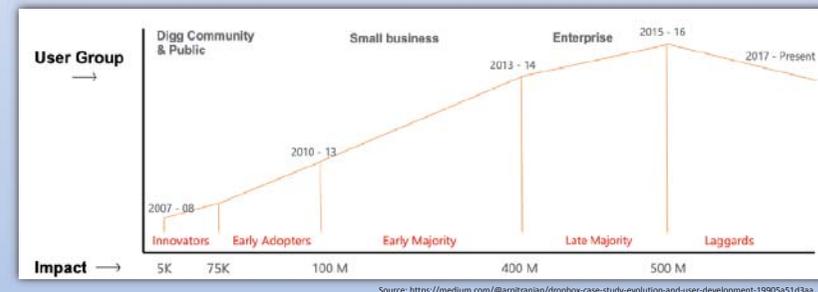
- Albert Einstein

Dropbox, Inc.

Dropbox, a cloud storage service, began operating in 2007 as a **two-person startup**. After a dozen or so years, it has become a large enterprise with over **2,000 employees** and is **listed on the NASDAQ New York Stock Exchange**. The data storage giant now provides services to over 500 million people and generates a billion dollars in annual revenues.

Corporation ⁱ

A corporation is a kind of organization- a group of people or a company, which is authorized by the state to act as a single entity. It is treated as that by a law for certain purposes. Corporations are usually called huge and often global companies with a large number of employees. Corporate actions often influence market behavior and their products are usually well known to customers. Due to very high revenues and sales, corporations can control the market in which they operate.



7 recommendations in establishing and scaling up a company based on Dropbox, INC.:

Create things difficult to copy - Unlike competitors, Dropbox Paper places more emphasis on deepening cooperation between users (e.g. cooperation in the exchange of materials) than on the possibility of only formatting documents and files

Make the company evolve with the world - The company's main mission has evolved from storing files in the to cloud help companies work creatively and increase efficiency

Reading is the best way to learn - at first, start reading about the basics of running your business, instead of arranging hundreds of business meetings

Find mentors who are one step ahead of you - the most helpful mentors for Dropbox are startups from 6 months to 2 years ahead

Balance external and internal expertise - as startup scaling develops, early employees may not be as helpful as more experienced ones who have worked in similar conditions in the past

Keep calm, self-awareness and mindfulness - keep in mind that "the treadmill will be going faster than you can run"

Don't wait for the optimal moment - "The best training for a founder or CEO is to be a founder or CEO."

1. What feature makes Skyscanner different from other companies?

2. Who are the users of Skyscanner?

3. How did Skyscanner become the most popular flight search engine?

4. How did objectives and values set in the beginning form a big corporate?

5. How did mission of the company impact on success of the business?

6. Which values were the most important in starting a business?

1. Skyscanner finds the best flight information and displays the cheapest deals under 30 seconds. The company has a website and a mobile application that allows to use it easily anywhere in the world. Skyscanner Price Alert feature is a great way to track prices on a particular flight. You can save money by monitoring a flight you're interested in and buying it when the prices have dropped. With the Cheapest Month feature, you can instantly view and select the cheapest month to book your flight. It also allows you to search flights to "everywhere", that way you can pick a destination based on the lowest price. And most of all Skyscanner is completely free to use.
2. Skyscanner is used by people who like to plan their travels from the begging. This site is addressed to brave often spontaneous customers who no longer wants to rely on travel agencies and plan everything by themselves. Every customer is different, however they have one thing in common – love for travel.
3. The reason why Skyscanner has become the most recognizable company in travel sector is that the founders found the niche on the market and additionally met the expectations of clients.
4. Having objectives is an important factor for successful companies. In this case, Skyscanner always does its best to follow goals and rules formed in the beginning. Thanks to that, the company is still regarded as the most recognizable flight search engine.
5. The mission of the Skyscanner had a big impact on its success, it clearly sets goals and motivates staff to their best.
6. In starting a business Skyscanner focused on values such as thought for customers, precision of flight researches and clearness of the website.



Name of passenger: Skyscanner
From: start-up
Final destination: success
Flight: long-haul flight
Gate: Edinburgh
Class: Business
Date: 2003
Seat: in first row
Worth of the journey: 1,75 mld \$
Extra luggage: 100 mln users monthly

The innovative start-up has overcome the travel sector thanks to a creative idea of dealing with daily problems of all humans who are in love with travelling.



Starting from the ground aiming for the sky



Online travel company, which lets people research and book travel options (flights, hotels, car hire), owned by the largest online travel agency in China. The site is available in over 30 languages. The company was formed by three IT professionals, Gareth Williams, Barry Smith, and Bonamy Grimes, after Gareth was frustrated by the difficulties of finding cheap flights to ski resorts.

Aim: We're on a mission to change how the world travels

by: Ewelina Niedojadło, Magdalena Bugajska, Joanna Sroka, Kamila Barczak

Conclusion: The example of Skyscanner shows that small start-up might become a well-known organization with many employees. Being the most recognizable flight search engine is not pure luck, it's a success achieved by hard-work, love for travelling and well-set objectives. For Skyscanner, every customer matters and their expectations are duties that must be fulfilled. Skyscanner also proves that even companies with little resources can become one of the leaders in the sector. It's an excellent example how an innovative idea can lead to a big success.

From startup to corporation - starting from the ground aiming for the sky

E. Niedojadło, M. Bugajska, J. Sroka, K. Barczak

Obstacles which young **businesses** can face in new technology branch fighting with **unfair** competitors.



Are young businesses able to succeed in the face of unfair competition?

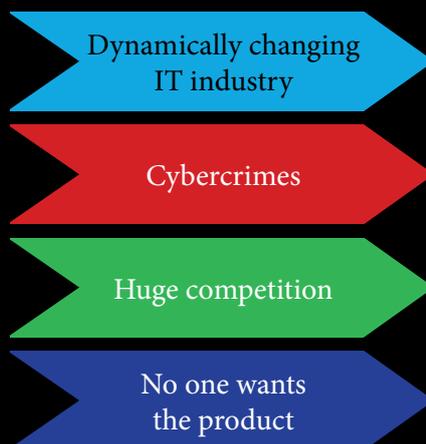
5 years - maximum age of young enterprises

Unfair competition is defined as taking actions that are contrary to the law as well as to accepted customs. It also involves acts that threaten or infringe the interests of other entrepreneurs or consumers. The problem of unfair competition is encountered in every industry, regardless of the size of the company or the time of its operation.

Activities carried out by unfair competition include disseminating false information which may be misleading, making it difficult for other entrepreneurs to enter and operate on the market, using other companies' data, imitating a finished product, copying a product, using the know-how of a given company, not patented products.

What is unfair competition?

Obstacles which young businesses face.



1. The IT industry is changing very dynamically, thus IT specialists need to react very quickly to the clients needs and adapt to market transformation.
2. There is a huge risk that a company can be a victim of cybercrime (for example the hackers attack or malicious virus that can steal the important data).
3. The presence of foreign companies on the market that are more competitive, faster, cheaper and able to offer a better, more personalized product.
4. The company ideas looks very well on the paper, but at the end they fail to meet customer needs (they do not have a purpose).

How many companies have succeeded?



Why have they succeeded?

1. The product is perfect for the market.
2. The entrepreneur does not ignore anything.
3. The company grows fast.
4. The team knows how to recover.

Sources:
<https://sip.lex.pl/akty-prawne/dzu-dziennik-ustaw/zwalczanie-nieuczciwej-konkurencji-16795259>
<https://mojafirma.infor.pl/mala-firma/prawo-konkurencji/252424.Przyklady-czynow-nieuczciwej-konkurencji.html>
<https://www.forbes.com/sites/necipatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/#5ea9b6d16679>
<https://ft-leaders.com.pl/nowozancie-trendy-w-branzy-it/>
<https://tlnowoscie.nowozancie.pl/news/mlode-firmy-it-szukaja.p832407510>
<https://biznes.gazetaprawna.pl/artykuly/1115690.nowe-technologie-kompetencje-cyfrowe-polskich-firm.html>
<https://blogs.timesofisrael.com/the-secret-behind-a-successful-it-startup-revealed/>
<https://www.nytimes.com/2019/12/09/business/cbs-black-rock-sale.html>

Conclusion.

Unfair competition was, is and will exist on the market. We can see actions which are far from being ethical, like stealing data, unpatented ideas and know-how. These actions can be harmful to the entire industry, which can lead to the bankruptcy of many companies.

The main reason to be successful in the IT sector is to find customers who are willing to buy the service or product. Many successful entrepreneurs emphasize that hard work and luck are also very important.

Authors:
Magdalena Bruderek
Alicja Świrk
Daniel Tokarczyk



Knowledge Economy Society



Małgorzata Zakrzewska

FROM STARTUP TO ... CORPORATION? - CASE STUDY

FROM STARTUP TO CORPORATION

Startup is an organization created in order to search for repetitive and a scalable business model.

Business model is a business scheme that allows determine its main features.

Corporation is an organization with legal personality, of which members are an important element.

According to the definition of corporation, membership in this social organization must have permanent and be regulated by internal law.

DEVELOPMENT PROCESS

1. **Idea** - assumes the main outline of the enterprise, and startup is the first step to implement the idea. The advantages are low costs and the opportunity to gain experience.
2. **Incubation** - a service offered by business incubators that are focused on supporting companies of various legal forms, including in acquiring clients or accounting and legal formalities.
3. **Acceleration** - aims to develop the idea, test it and prepare for implementation.
4. **Scaling** - a key aspect already at the stage of a business plan that allows you to increase the scale of the enterprise's operations.
5. **Corporation** - achieving corporate status, which is characterized by: large employment and sales volumes, well-organized structures, modern products, advanced technology as well as large capital and income.

SELVITA

Selvita S.A. is one of the largest companies in Europe that provide **research and development services** (Contract Research Organization). The main areas of activity are: **drug discovery, regulatory research, and research and development.**

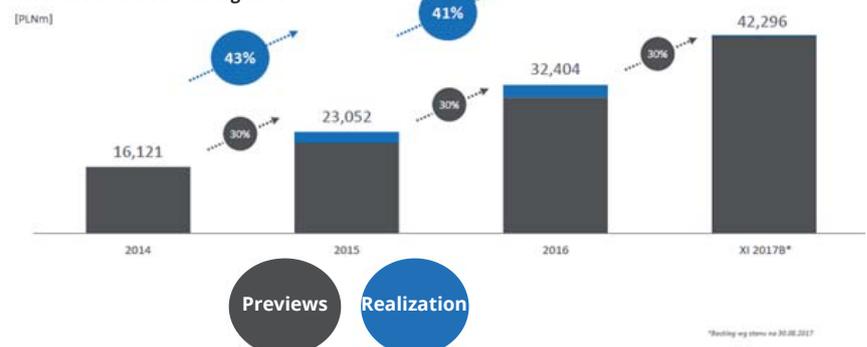
Selvita was founded in 2007 and currently employs 500 people, of whom 30% have a PhD degree. The company's headquarters and laboratories are located in Krakow, the second research department in Poznań. In addition, Selvita has offices in the largest biotechnology centers in the world: in Boston, near San Francisco in the United States and in Cambridge in the United Kingdom.

Selvita uses its modern laboratory infrastructure, extensive scientific experience and a contemporary approach to managing research projects to build long-term business relationships with clients.

SELVITA FROM IDEA TO CORPORATION

1. The **idea** of founding Selvita S.A. in 2007 appeared after the analysis of the global market of innovative sectors of the economy by Paweł Przewięźlikowski and Bogusław Siczkowski. For many decades, pharmaceutical companies have themselves conducted research on new drugs. At some point, however, it turned out that, as in the technology sector, large companies are inefficient innovators. This is how the biotechnology industry was born. The process of inventing new drugs that save human health and life is based mainly on it.
2. In the case of Selvita S.A. **incubation** was based on investments by pharmaceutical companies in projects of promising biotechnology companies, which at the beginning of their activity do not have revenues from the sale of medicines.
3. The development of Selvita S.A., i.e. business **acceleration**, began in 2001, when the company began to acquire grants and debuted on NewConnect (an alternative WSE market intended for emerging companies).
4. Adopted by Selvita S.A. the strategy of conducting innovative activity limited the need for investors' capital, moved to the main WSE market and is also developing dynamically in the services segment. **Scaling** system at Selvita S.A. it was very visible because the revenues from the service segment announced by the companies were much lower than the real ones.
5. Currently Selvita S.A. is one of the largest companies in Europe operating in the field of oncological drug discovery. It has two laboratory branches - in Kraków and Poznań - and sales offices in the United Kingdom (Cambridge) and the USA (Boston and San Francisco). Its valuation since the transition to the main market of the WSE increased six times to over PLN 800 million. The company employs over 420 people, of which 1/3 holds a doctoral degree. Selvita S.A. is an exemplary example of the development of a business idea from a startup to a **corporation.**

Implementation of the current Selvita strategy Revenues of the service segment

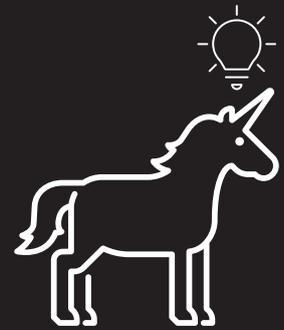




From idea to Unicorn

B. Bojarska M. Drobot K. Koziol

How to become a unicorn company? How to raise funds?
How can you embody your idea in a best way?



Stages of the startup funding:

Sources of funding the pre-seed stage:

- ✓ Founder and co-founders
- ✓ Family and Friends

• **The pre-seed stage**
It's not about investment, rather about bootstrapping. This stage founders deal with idea validation. Valuation ranges from **\$10 000 to \$100 000**.

Sources that can provide financial help:

- ✓ Family and Friends
- ✓ Angel Investors and Business Incubators
- ✓ Micro venture capitals funds

• **Seed stage**
Now valuation ranges from **\$3 000 000 to \$6 000 000**. Investors are needed to build up scalable business processes and notice a product or market fit.

Money can come from:

- ✓ Venture capital companies
- ✓ Super Angel investors
- ✓ Business Accelerators

• **Series A**
The first stage of capital investments. Now your startup should have a predictable business model with a stable customer base. It's not about innovative ideas. Valuation is now about **\$10 000 000 to \$30 000 000**.

29% of startups fail because of a lack of money at the seed stage.

Sources of funding:

- ✓ Venture Capital
- ✓ Specific late-stage VCs

• **Series B**
Next of venture capital investments. Market valuation now is about **\$30 000 000 to \$60 000 000**. Continues the ideology of stage A.

Follow the **30-10-2 rule** to make sure you'll attract a good investment. It says that you should find **30** investors who are interested in your idea, **10** of them would like to invest, and **2** of them will eventually invest.

Sources of funding:

- ✓ Late stage VCs
- ✓ Private equity companies
- ✓ Hedge funds and Banks

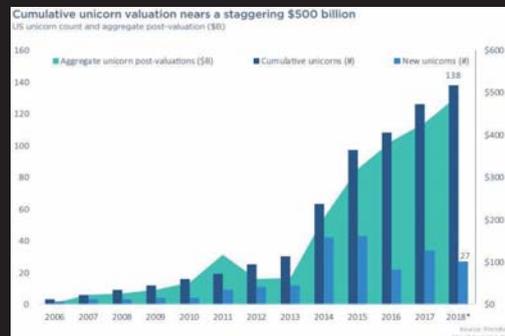
• **Series C**
A rapid market acquisition. Investments aim to speed up the market expansion for your product more than previously.

420 unicorns are recognized as market leaders

• **Initial Public Offering (IPO)**
Entering the market by selling corporate shares for the first time. The majority of the unicorns startups have already IPO'd or at least considered this step.

Tips that can help you:

- **Product evolution** - if it's necessary, try to change strategic direction, when market condition change.
- **Know your weaknesses** - when you understand your imperfections, you know how to deal with them.
- **Be customer-centered** - start with focusing on the particular customer portrait before reaching a "one-size-fits-all" stage



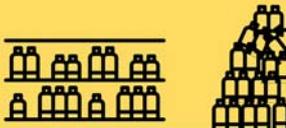
Conclusion:

- If you raise a unicorn startup you contribute to creation of a new startup-oriented economy.
- The person who comes up with an idea should be enterprising, smart, persistent in achieving goals and hard-working.
- Rapid growth is the key to your first billion.
- Currently there are a lot of ideas but if you want these to become successful you need to work hard.

From start-up to... Corporation

K.Kasprzak, O.Skowron

Objective: How to create a startup that will succeed? Main reasons for startup failures.



#Lack of market demand

One of the most important reasons for startup failure is the lack of demand for your product. The shortage of appropriate actions and the belief that your product is the best can be fatal. Your customers are in need of solutions that are not available on the market.



#Insufficient funds

The problem occurs when your account does not have enough money available to cover your payment.



#Disharmony in the team

A diverse team consisting of various people, different views and opposing skills is the basis of every company.



#Worry about competition

In practise, every company has to face the competition. It is common for startups. However, they should not pay too much attention to the rivals. Find the appropriate balance.



#Expensive pricing

Prices should be closely correlated with product quality, especially in startup companies. If a product is priced too expensive it will be difficult to find a client for it and it might fail to bring in customers to make it successful.



#Poor marketing

For a successful startup, it is crucial to target the right audience. You should be focusing on getting the attention from the customers and convincing them into buying your product

#Ignoring customer's needs

#Lack of passion

#Legal challenges

FROM STARTUP TO...CORPORATE?

VR AS A MEDIUM OF INTERACTIVE STORIES

Mission:

Creating feature-length cinematic interactive stories in a VR environment based on emotional, breathtaking plots and unconventional mechanics. The goal of this enterprise is also to change the current perception of stories using the latest technologies and modern methods of creating narration.

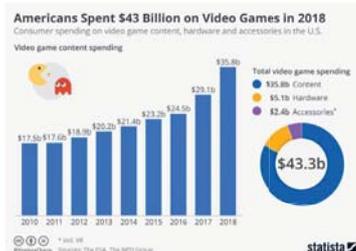
Introduction:

Games created on VR already attract lovers of games themselves on account of a large library adjusted to this technology games, but also people who have not had so much to do with them in everyday life, and even their opponents. This is due to a completely different way of perceiving this entertainment. It is hard to describe the experience with words, while the ability to enter the virtual world in this headset allows 360 degree rotation in all axes in 3-dimensions space or possibility to touch things around, it causes much deeper immersion.

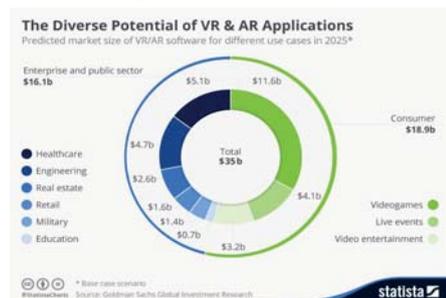
Video games market:

"Five game developers on the list of one hundred richest Poles". This means that game production is one of the most profitable industry in Poland; good to open a start-up within this field here.

"The entire video gaming market is expected to be worth over **180 billion U.S. dollars by 2021**"



VR industry:



"Virtual Reality (VR) is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds."

"The augmented and virtual reality (AR/VR) market amounted to a forecast of **18.8 billion U.S. dollars in 2020** and is expected to expand drastically in the coming years."

"Worldwide, VR market volume is expected to reach **98.4 million sales by 2023**, generating an installed base of 168 million units with a worldwide population penetration of 2%. Growth is forecast across all regions and countries, with China leading the way."

Forecasts for 2025 show that the VR industry will reach about 35 billions of USD. Video games and video entertainment market will cover about 45% of the entire VR industry, which is almost half of all areas in this field.

Our own analysis:

- 1 Accessibility:**

Many people already have VR headsets in their homes (currently compatible with PCs or PlayStation). However, many of them do not have the opportunity or money for such equipment. Therefore, in every major city in the world there are many VR studios that allow the use of such technology in their premises. The price of headsets will decrease over time yet. Money and availability are therefore no longer a problem.
- 2 Mechanics:**

There is a huge number of experienced employees in the gaming and film industry in Poland. This can be seen in world-class games or film productions created in here. In addition, more and more fields of study related to game or film development are opening. Therefore, by having a studio in Poland we can easily find professionals willing to work stationary, and direct and frequent contact is very important during creating such comprehensive and artistic production.
- 3 Interactivity:**

Participants will make many different choices throughout the game that will have a significant impact on the story. Recently, games of this type (ergodic works) have become very popular. We're going to focus on storytelling, so the interaction will be slightly less than in classic video games. However, thanks to them, the participant can decide the fate of the adventure. They will also influence the possibility of adapting entertainment to the participant's preferences based on the choices they made.
- 4 Professionals and stationary work:**

Due to the great opportunity to interact with the virtual world, VR has great potential in terms of mechanics. The ability to shoot someone directly by pulling the trigger, various ways of moving, flying or even casting spells like in Harry Potter, make you feel even more in the virtuality forgetting about the real world. The potential is also noticeable in 3D interfaces.
- 5 Emotions:**

Emotions play an important role here. This medium is characterized by a wide field of view in 3D, covering the real world thanks to helmets, but also an intense sense of music in three dimensions. You can feel how an arrow flies past us. Hear the sound in front of you, then at the ear and eventually how disappears behind. The deeper immersion in history, the more intense experience the emotions, which affect more fun from the story. Feeling of freedom, when you flying between buildings like Spiderman, the impression when someone looks you straight in the eye, a sense of sadness when somebody is dying in front of you, feelings of happiness and madness at a virtual concert, romantic scenes observed from the perspective of an eyewitness or even a participant.

From corporation to... start-up? The employees perspective.

The vast majority of people working in the gaming or VR industry are strong enthusiasts. They do it because they love it and devote a significant majority of their lives to it. Therefore, people feel attached to this environment and show great sympathy for other people working in these industries. For this reason, employees are much more interested in working on ambitious productions and people with whom they get along well. Salary is of course very important, but goes to the background in this case. Therefore, professionals are eager to join new start-ups, because they have both close relationships with coworkers and great decision-making possibilities.

Summary:

A corporate (corporation, actually) is a well-established company with a set business model. It has survived the competition and it up running. Corporations have money and manpower, whereas start-ups have to look for a source of funding and struggle in instability. In our opinion, it is a natural order of things to turn a start-up into a corporation. We find our business will follow this path.

Oliwia Solarska, Magdalena Ślusarczyk, Dominik Zieliński

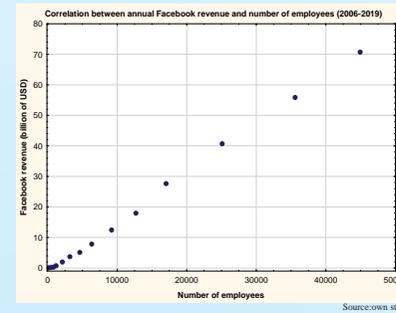
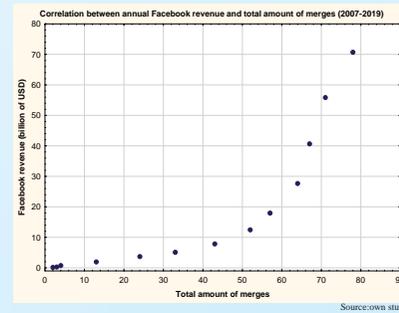


FACEBOOK MASTER OF STARTUPS

Zuzanna Czudaj
Martyna Kaleta

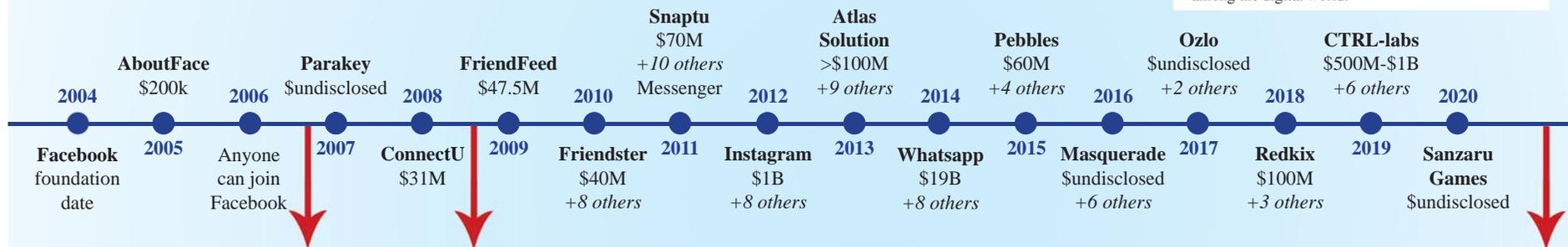
ABSTRACT

Undoubtful, Facebook is one of the most successful startups of all-time. By analyzing the history, we intended to explore its path of becoming the social network empire, and if the strategy of numerous mergers and acquisitions had a significant impact on it. Moreover, using the example of Facebook, we would like to encourage the audience to express their own opinion and discuss the moment when start-up become a company. As there are multiple versions of startup definition, it is hard to decide whether a company is still a startup. We chose definitions, confronted them with Facebook actions and placed possible moments of becoming a Corporation on Facebook timeline below.



RESULTS

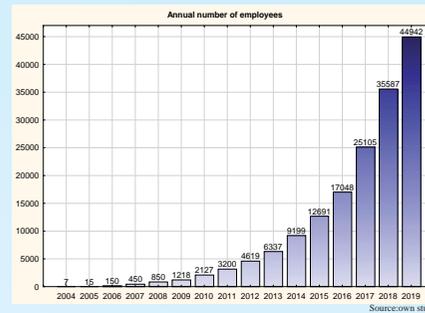
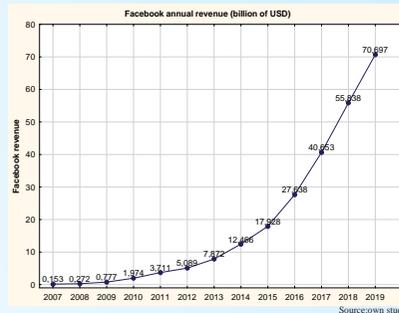
From the very beginning, Facebook strategy was based on acquisitions and mergers. As the diagrams show Facebook policy resulted in the rapid growth of the company. Why? Because of acqui-hiring. Mark Zuckerberg is achieving various goals by acquiring the best specialists who effectively fulfill his ideas. The great example is Parakey company which was bought in 2007 to design Facebook mobile application. Now Facebook not only acquires companies for people but also for technology. It is an ingenious strategy to remove the danger of competitors. Instagram was becoming one of them so in 2012 Facebook decided to buy it. Nowadays that strategy still works. Even though Facebook has been on the market for 16 years it is still considered as a pioneer of progression among the digital world.



50-100-500 rule – „\$50 million revenue run rate (forward 12 months), 100 or more employees, Worth more than \$500 million” - Alex Wilhelm from TechCrunch. By 2006 Facebook had \$48M revenue, 150 employees and was worth \$525M.

„A startup is a human institution designed to create a new product or service under conditions of extreme uncertainty.” – Eric Ries. In 2008 Facebook had 100 million registered users and a monthly growth rate of 178,38%, so the conditions were no longer uncertain.

“Economic entity functioning in technological entrepreneurship area, on the digital market” – European commission. Considering this definition Facebook is still a startup (e.g. in June 2019 Facebook introduced The Calibra wallet app).



CONCLUSION

Although Facebook still has features of a typical startup - like innovation and scalability, we cannot consider it as one of them. It is caused by the number of employees and merges, enormous incomes, unmeasurable resources, and possibilities. Even after analyzing timeline of Facebook, we cannot decide the moment of becoming full-grown company because of the immediate success.



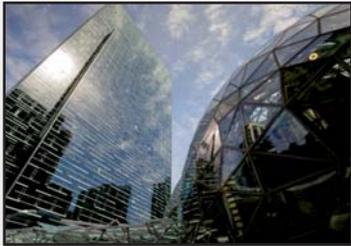
FROM STARTUP TO GLOBAL COMPANY

Amazon is an American multinational technology company based in Seattle, with 750,000 employees. The company generates over \$ 280 Billion in revenue and holds the title as the world's largest online retailer. Amazon distributes downloads and streaming of video, music, and audiobooks through its Amazon Prime Video, Amazon Music, and Audible subsidiaries.

This presentation aims to show the way of Amazon from start-up to global enterprise and how has the Amazon empire been built.



Amazon Spheres from the Sixth Street side, Seattle, Washington, U.S.



Tour Amazon's Headquarters



WHO IS JEFF BEZOS?

Entrepreneur and e-commerce pioneer Jeff Bezos is the founder and CEO of the e-commerce company Amazon, owner of The Washington Post and founder of the space exploration company Blue Origin. His successful business ventures have made him one of the richest people in the world.

Born in 1964 in New Mexico, Bezos had an early love of computers and studied computer science and electrical engineering at Princeton University. After graduation he worked on Wall Street, and in 1990 he became the youngest senior vice president of the investment firm D.E. Shaw. Four years later, Bezos quit his lucrative job to open Amazon.com.

THE BEGINNING OF AMAZON

• AN IDEA

In 2010 Jeff Bezos said "I came across the fact that Web usage was growing at 2,300 percent per year. I'd never seen or heard of anything that grew that fast, and the idea of building an online bookstore with millions of titles — something that simply couldn't exist in the physical world — was very exciting to me. After much consideration, I took path to follow my passion and I am proud of that choice!"

• START-UP CAPITAL

The initial startup capital came from his parent's personal savings: "The first initial start-up capital for Amazon.com came primarily from my parents, and they invested a large fraction of their life savings in what became Amazon.com. And you know, that was a very bold and trusting thing for them to do because they didn't know. My dad's first question was, "What's the Internet?" Okay. So he wasn't making a bet on this company or this concept. He was making a bet on his son, as was my mother. So, I told them that I thought there was a 70 percent chance that they would lose their whole investment, which was a few hundred thousand dollars, and they did it anyway."

• THE GARAGE WHERE AMAZON STARTED

Getting Amazon started, Jeff and his wife rented out a three bedroom home in Seattle, Washington. The home had a reasonably sized garage which was perfect for Jeff and his wife to launch their new business 'Cadabra'. The name Cadabra was short lived when it was continuously getting mispronounced 'Cadaver', so Jeff actually decided to change the name to Amazon.



Source: <https://globalillusions.net/2018/10/03/the-garage-where-amazon-started/>

• THE INITIAL YEARS OF AMAZON

For the first year, Jeff did start along with his initial team of five employees working on learning how to source books and setting up a computer system that would make Amazon.com easy to shop online. And finally, the website was created on July 16, 1995, with the tagline "Earth's Biggest Book Store". Within the next three years, Amazon.com grew on to become from a company with 100 employees that drew sales of more than \$15.7 million, to an awesome company of more than 3,000 employees with \$610 million in sales.



Source: <https://aws.amazon.com/>

• THE TURNING POINT IN THE HISTORY OF AMAZON

Their sales gradually increased at the rate of 3000% annually and had become country's third-largest bookseller that times. Soon after that, Amazon started expanding itself into music, gifts, and pharmacy markets as well and they did even join Sotheby's Holdings Inc. in June 1999 to launch the online auction site sothebys.amazon.com, as well like eBay. Amazon also added clothing sales to the product line in October 2002, after partnering up with hundreds of retailers including Land's End, Nordstrom, and The Gap. They also organized a subsidiary entitled Amazon Services which allowed customers to order goods from co-branded sites such as Borders and Toys 'R Us.

Soon Mr Bezos's empire grew to include electronics, toys and kitchen utensils. The growing network of US warehouses helped extend what the company could offer, dramatically increasing its popularity with customers. Ten years later, Amazon had become the biggest online seller in the US and around the world.

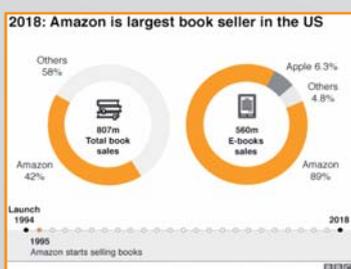
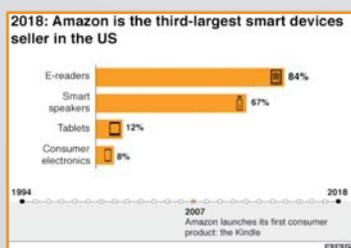
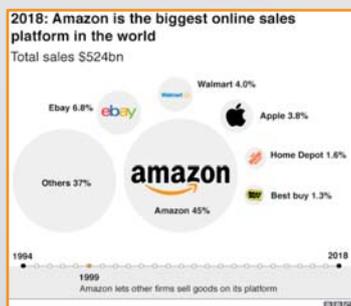
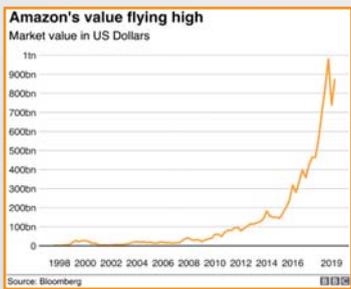
Over the years, Amazon has acquired almost 100 smaller firms, but the best valued acquisitions are Whole Foods, Zappos, Ring, Twitch Interactive and Kiva Systems. Till date, these were the best firms that were Amazon'd.

• PRODUCTS AND SERVICES

Amazon.com's product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games. In August 2019, Amazon applied to have a liquor store in San Francisco, Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries.

Amazon.com has a number of products and services available, including:

- AmazonFresh
- Amazon Prime
- Amazon Web Services
- Alexa
- Appstore
- Amazon Drive
- Echo
- Kindle
- Fire tablets
- Fire TV
- Video
- Kindle Store
- Music
- Music Unlimited
- Amazon Digital Game Store
- Amazon Studios





Bank Polski

Cooperation between a Start-up and a Corporation - ZenCard and PKO BP



ZENCARD

The operation of startups and corporations on the market can be compared to a war of superheroes, both factions have their strengths and weaknesses and are struggling to achieve the largest market share possible. The purpose of this poster is showing benefits for both sides of cooperation between them.

What is a Start-up?

a young and innovative company
operates on the basis of new technologies
works in conditions of extreme uncertainty
its purpose is to create a scalable business model

KORPOSTARTUP

Start-ups are young and agile, but they are just looking for their scalable and profitable business model. Corporations have a proven operating model and well-established procedures that allow them to operate globally and achieve systematic profits. However, they lack agility and creativity in creating innovations, which they are jealous of startups. On the other hand, start-ups do not have sufficient capital and scale to be able to compete with them on the market. The solution to this unwritten conflict can be the cooperation of these two worlds, joining forces and achieving common goals.

The basis of the services offered by ZenCard is a technology that allows you to replace your loyalty card with any payment card. The operation of connecting the payment card with the loyalty program takes place directly at the terminal, during payment.

The start-up potential was noticed by PKO BP and in 2017 ZenCard became part of the PKO BP capital group. The bank decided to use start-up's product to develop the offer of its capital group. However, ZenCard remained a separate, technologically agile and rapidly developing project that provides new business value for the PKO bank.

The cooperation between ZenCard and PKO brought many benefits for both sides. Using the technology purchased, PKO BP completed its offer and strengthened relationships with customers, while giving entrepreneurs a modern tool that will help them take the chance created by progressive digitization. In addition, the purchase of new technology influenced a creation of the bank's image as an innovative bank. ZenCard also benefits from cooperation in a measurable way. Two years after the start of cooperation, the start-up has grown twenty times. ZenCard has increased its impact ranges due to wide client base of the bank.

KORPOSTARTUP

Summarizing, to achieve the largest market share, Start-ups and corporations do not have to fight each other. Cooperation between them brings more mutual benefits. The young company meets experienced mentors who will support it in developing the product. In turn, corporation acquires interesting ideas and completes its offer. A fresh start-up's perspective allows corporations to approach a situation from a completely different perspective.

Kludia Barszczewska

Cooperation of start-ups with corporation – Synerise and Microsoft

The main objective of a small company is growing. They source a various funds to develop but often it could be not enough to establish cooperation with a big corporation. Nowadays, more and more young people decide to take a risk and they set up a small business called start-up.

START UP

A new company which has some structure and organization,

Created for the building of new, innovative products or services,

Created in order to search for a business model that can guarantee its growth,

There is at the development stage and actively seeking new markets.

COOPERATION

WHAT DOES SYNERISE DO?

Creating software for the automation and optimization of business processes
(they are using Artificial Intelligence algorithms)

They are innovative solutions in the field of broadly understood data processing

Synerise is also the Honorary Patron of the Polish Association of Artificial Intelligence

The company's activities include collection of data from mobile applications and monitoring consumer behavior on the website. They are also using geolocation and analyzing information collected through call centers.

Synerise cooperate with Microsoft for many years. Due to this, it brings many benefits from collaborative working. Synerise offering perfect solutions in the field of innovation and implement this solutions derivative on Microsoft Technology. The main purpose of this poster is to show how cooperation with corporation has a significant impact on start-ups development.

Synerise has won the 2019 Microsoft Country Partner of the Year Award for Poland.

The Microsoft Country Partner of the Year Awards honor partners that have demonstrated business excellence and reliability in delivering Microsoft solutions to customers over the last year. This award recognizes Synerise in effective engagement with local Microsoft office. They present innovation and business impact, increase customer satisfaction.

Partnership between Microsoft and Synerise is an excellent way to promote innovation. Microsoft deliver database platform called Microsoft Azure which allow process data and store data. On the other hand, Synerise revolve around cooperation with clients and implement AI Growth Suite services. It brought many benefits for both sides. Synerise was also awarded the title of the start-up year by the Warsaw Stock Exchange.

Summarizing, thanks to mutual help and commitment of both sides Synerise is called one of the best companies using Artificial Intelligence Algorithm. Cooperations new start-ups and corporations has a significant impact from both sides. They can receive many benefits from cooperation, such as development, increase of market share and improvement of the company's image.





Source: <https://play.google.com/>

MODERN, HIGHLY SUCCESSFUL MANAGING

The purpose of the research is to find out if it is possible to start your own business as a startup and in the next years make it grow to be a corporation. If yes - to wonder how much time it may takes.

Future of nurseries and kindergartens

How did it all begin?

It all started when mum of one of the creators of LiveKid had decided to run her own nursery. Then there was recognized the real workload associated with managing such a facility. LiveKid is the answer to an actual problem. It helps to organize things related to among others bureaucracy and it fits perfectly to the nursery's managers needs.

What is LiveKid?

It is a modern solution, the entire facility management system in one simple application that definitely will let you save your time and also money.

LiveKid App makes running a pre-school facility so much easier!

Useful features

It posses the attributes that are helpful from director's point of view and parent's point of view as well. The platform improves the flow of information between parents and the institution, provides all the most important and necessary data, bills, etc. On the other hand parents can easily and quickly inform the nursery, e.g. about the child's absence or child's special diet that should be implemented.

Other innovative solutions

LiveKid Application will not only reminds of the bill that needs to be paid but it will also allows immediately paying for it. At the same moment, the nursery receives the information about payment.

Photos from trips and other fun stuffs using LiveKid can be shared with parents thanks to easy to use Photo Gallery available in Application.

From startup to a big company and a global investment

2017 - Jakub Pawelski was 17 then and studied in technical secondary school. His free time was spent on creating and improving application for nurseries.

2018 - 'Forbes' magazine recognized Jakub in ranking '25 under 25' (it presents 25 ambitious polish people under 25 years old who are willing to change industry and have a big impact to making life easier).

2020 - a Cracow-based company LiveKid concludes a contract through which it acquires all rights to the Canadian application 'Baby Manager' becoming in the same time a global leader in providing systems for crèches and kindergartens.

Conclusion

LiveKid systems are used by over 100,000 parents every day and those systems gain more and more popularity every year. LiveKid's history is very inspiring, especially for young people. It is a great example of a startup that in less than 3 years particularly thanks to acquisition of the Canadian application with similiar scope of possibilities became a corporation. It allows us to think that anything can happen when you do your best and belive in yourself. So if you will ever wonder if it is possible to become a global investment while starting your own business with (very often) a small capital, the answer is Yes! And it is highly likely that you won't need to much time to achieve it!

Klaudia Baran

NAMED AMONG THE FASTEST-GROWING COMPANIES

The main purpose of the poster is to present the codewise company, the way it took from start-up to corporation. The poster focuses on detailing the main aspects and values that have contributed the company's development and success in the field of it.

ROBERT GRYN

Top 100 Richest Poles, the Forbes List 2017

"I wasn't the owner of Codewise from the beginning. Three other guys founded the company, it was supposed to be a typical outsourcing venture."

HISTORY

- Codewise - a company founded by 3 colleagues in Krakow
 - 2011: the beginning of cooperation between Robert Gryn and Codewise - valuation of the first startup WeSave.pl and later Zeropark
- 2013: Codewise on the verge of bankruptcy - buying the whole company out by Robert Gryn and Bartłomiej Dawidow
 - New product: Voluum
- Dawidow's resignation from continuing to run the company, Gryn as the owner of Codewise
 - 2016: awards at the Deloitte Fast 50 ceremony for the fastest-growing company in Central Europe, with a growth rate of 13.052% over the past four years
 - 2017: Robert Gryn as 57 among the 100 richest people in Poland (the youngest millionaire in history with the value of net assets of PLN 710 mln)
 - 2017, 2018 and 2019 named by the Financial Times among Europe's 1000 fastest-growing companies
 - Participation in conferences, increase in profitability of Codewise, focus on own products -> success of Voluum and Zeropark

MISSION

Developing innovative technologies that enable media buying teams and performance marketers to achieve their business goals.



PRODUCTS



VOLLUUM
DOCUMENTATION

a marketing platform for performance analytics, tracking, optimization and media buying. This tool allows for optimizing and scaling campaigns, featuring anti-fraud filtering, whitelisting and an outstanding reporting speed.



ZEROPARK
DOCUMENTATION

a performance activity exchange connecting the advertisers and media buying teams with high performance sources, in Real-Time. It offers hand-picked traffic from parked domain redirects and Mobile App.

VALUES

- Sharing the do-listen and can-do attitudes - listening to our customers and thinking bigger about their needs.
- Do the right thing and appropriate it rightly. Our customers expect Excellence.
- It all starts with A here. Working at Codewise means you are Awesome, Autonomous and Accountable individual who shares knowledge with others and understands that amazing team spirit is a value one of a kind.
- Professionals' hiring with great technical and interpersonal skills who don't need bosses but enablers who give the directions.

PRINCIPLES

Value Driven
Sustainability
Do the Right Thing
Empowerment
Equal opportunity
Integrity
Inclusiveness

"WHEN SOMETHING DOESN'T EXIST ON THE MARKET IT DOESN'T MEAN IT CAN'T BE DONE"

Codewise and its founder Robert Gryn are an example of how thanks to hard work, commitment and the right attitude can be achieved success. Robert Gryn constantly repeats that only the right motivation, understanding and awareness of work will bring fulfillment and satisfaction.

He is an inspiration for many young entrepreneurs. Codewise was founded in Poland - a country with a huge bureaucracy that discourages everyone from running your own business. However, following its founder: where there are problems, one should see opportunities for something new and better.

You can also achieve success and build a startup that will become an international corporation.

Autor: Marcelina Buczek

SNAPCHAT – BRILLIANT IDEA TURNED INTO REALITY

INTRODUCTION

There are many companies in the world that started as small projects and then developed and turned into huge corporations. Snapchat is an example of such a company. The main purpose of the poster is to present the history and Snapchat's achievements.

WHAT IS SNAPCHAT?

Snapchat is one of the most unique applications that allows users to send photo, video and text message that disappears just after several seconds. The main goal of the application is to enable its users to share their private life with friends, while keeping maximum level of privacy. Users can set the display time of photos and videos. In addition, different part of Snapchat is MyStory. The content that users upload there disappears after 24 hours.

HISTORY

Snapchat was created by Evan Spiegel, Bobby Murphy and Reggie Brown in 2011. They were studying at Stanford University. It was allegedly Brown's idea of a social media app. He shared his idea with Spiegel. They asked Bobby Murphy to write the code which was used to build the application. The same year in July, the application was launched and called Picaboo. Then Spiegel and Brown made Murphy to leave a company. After a few months, due to a copyright claim by a photo book company with the same name, Picaboo was rebranded as Snapchat.

Snap Inc.

Source: http://upload.wikimedia.org/wikipedia/commons/0/0c/Snap_Inc._logo.svg



Source: <http://careers.snap.com/>

VALUE

At the end of February 2020, share price of Snapchat was worth \$14 and the company's market cap is \$20 billion. Snapchat's revenue for 2019 is \$1.72 billion. It is likely that thanks to appropriate management, Snapchat will be constantly growing and increasing its value.

USERS OF SNAPCHAT

At the end of 2019, Snapchat had about 218 million daily active users. The application is mainly used by people aged 13-24. About 61% of Snapchat users are female and 38% are male. The largest numbers of users using application every day:

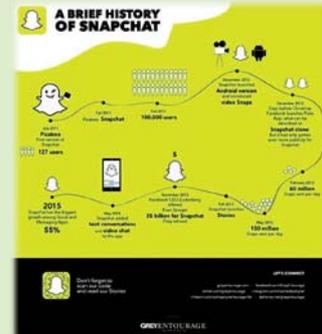
- North America – 86 million
- Europe – 67 million
- Others – 64 million



Source: <http://time.com/504101/snapchat-app-redesign-tips/>

SUMMARY

Snapchat is an example that the ideas of young students can turn into a large and prosperous company. It is important that the idea is innovative and targeted at a specific group. Snapchat has more and more users, because people want to show part of their life on photos and videos only for a moment. In addition, Snapchat achieves great results despite the fact that it is on the market less than 10 years.



Source: <http://o-m.pl/artykul/snapchat-nowa-zabawka-czy-powazne-narzedzie-marketingowe>

DEVELOPMENT

In March 2016, Snapchat bought Bitstrips. It is a media and technology company which launched a spin-off app known as Bitmoji. That application allows users to create personalized stickers for use in messaging apps. In September, the company showed their smartglasses known as Spectacles for the first time. In order not to be associated only with social app they changed their name to Snap Inc.



Source: <http://www.spectacles.com/pl/shop/spectacles-3>

PROBLEMS

Unfortunately, Snapchat had a huge problem in 2013, when the application was hacked by an anonymous group. Personal data of 4.6 million users was leaked. Snapchat apologized for the leakage and promised to repair the breach. Since then, the company hasn't had any major security incident.

INTERESTING FACTS

- On average users of Snapchat open the app 30 times per day.
- Snapchat stories are created 400 million times per day.
- About 95% of app users claim that Snapchat makes them feel happy.
- Snapchatters spend 49.5 minutes per day on app.
- Every second about 20,000 photos are shared.
- Per minute 2,083,333 Snaps are sent.
- United States, France, India and United Kingdom are countries with the largest number of Snapchat users.

Source: <http://www.omicoreagency.com/snapchat-statistics/>



Source: <http://seeklogo.com/vector-logo/352305/snapchat>

Author: Joanna Cwierz

START-UPS IN ISRAEL

START-UP NATION

Dominika Bogacz

The aim of this poster is:

- To show how start-ups in Israel look like,
- What contributed to the creation of the Israeli power of start-ups,
- How Israeli start-ups look like compared to other countries and some examples of interesting start-ups in Israel.

What does Start-up Nation mean?

Start-up Nation is a popular business term originated in Israel. Israel has the largest number of start-ups in the world and is the world leader in the percentage of the economy allocated to research and development (R&D). More startup companies are funded in Israel than in countries such as: United Kingdom, China, Japan or India.

Why Israel?

Despite the lack of natural resources, Israel belongs to a group of "very highly developed" countries. The country's economy is based on the high-technology industry with a large scientific and research base. Thanks to this, Israel quickly became the second silicon valley leads the way in the dynamically developing high-tech industry.

Total value of venture capital investments per capita in selected countries worldwide as of 3rd quarter 2019



Israeli High-Tech Capital Raising 2010-2019



According to the data, Israel has an advantage over world powers such as the USA, China or Germany.

It is because the Israeli government is pursuing an extremely well-thought-out policy on innovation and venture capital – the **Yozma program**. This program used government money to attract private investment. The government offered 40 % of the capital, which they raised. Yozma transformed the country into a global research and development center, led to the formation of about 30 foreign venture capital companies in Israeli. It is a rare example of government venture capital success.

From year to year, we can see steady capital growth in the high-tech industry in Israel. In 2019 this amount raised to \$8.3 billion and Israeli start-ups and high-tech companies made 522 deals.

Factors contributing to the increase:

- Growing foreign capital invested in the Israeli high-tech industry,
- Investments in a wide range of fields (science and information technology).
- It is expected that Israeli high-tech capital will increase steadily in subsequent years.

Some interesting start-ups in Israel:

No Traffic – this start-up created a smart infrastructure application to reduce traffic jams and road accidents. It uses artificial intelligence by transforming any traffic signal into a smart infrastructure. This infrastructure is capable of understanding the complete road traffic picture. This app collects data, analyzes streets, controls intersections and all road users in real-time.

MyHeritage – is a popular online genealogy platform. Users of this platform can search historical records and create family trees. Users can discover their ethnic origins and also find distant relatives thanks to advanced matching models. Nowadays 109 million users benefited from the platform and created about 49 million family trees.

Flytrex – focuses on deliveries takeaway food by using drones. Flytrex tries to improve food and consumer goods deliveries through demand drone management service. This service cuts delivery times down to minutes.

Zeekit – creates a virtual dressing room. By combining fashion and technology Zeekit gives people the chance to see themselves in any item of clothing found online. This start-up uses patent technology, which relies on a person map created from photos uploaded by users to the site. Clothes are also exported and finally, a new simulation is created. The final simulation shows a dressed person incorporating account body dimensions, size, and fit. We can also find a link to the page where we can buy the clothing online.

Summary:

The Israeli economic model based on high-technology can be an example for other countries. Because every country, thanks to the application of appropriate programs and support for the development of new enterprises, can become a leader of start-ups. Start-up Nation is showing the world how to use its potential and become economic powerhouse.

Source:

- [1] apolitical.co/en/solution_article/government-venture-capital-fund-boosted-israeli-start-economy
- [2] [statista.com/statistics/1071105/value-of-investments-by-venture-capital-worldwide-by-key-market/](https://www.statista.com/statistics/1071105/value-of-investments-by-venture-capital-worldwide-by-key-market/)
- [3] israelonisrael.com/2020/01/15/big-time-israel-startups-this-chart-says-it-all/
- [4] gvahim.org.il/10-coolest-startups-in-israel-by-simona-kogan-gvmag4/
- [5] zeekit.me/about
- [6] flytrex.com/corp/careers/
- [7] careers.myheritage.com/
- [8] notraffic.tech/careers-at-notraffic



Startup can make life easier

THE PURPOSE OF THE ARTICLE IS TO SHOW THAT STARTUPS ACCOMPANY PEOPLE IN THEIR DAILY LIVES. DEFINITIONS AND EXAMPLES OF THE MOST POPULAR STARTUPS IN POLAND AND IN THE WORLD HAVE BEEN PRESENTED. TIPS FOR CREATING STARTUPS ARE DESCRIBED. THE STRUCTURE OF THE STARTUP INDUSTRY IS PRESENTED IN THE DIAGRAM.

What is a Startup?

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.

Advice on building a successful startup:

1. Solve a problem you are passionate about
2. Decide on how you will fund your business
3. Create relationships with your customers
4. Improve the offer
5. Be flexible
6. Don't get comfortable
7. Always play an active role
8. Be patient
9. Don't do everything yourself

Most popular startups:

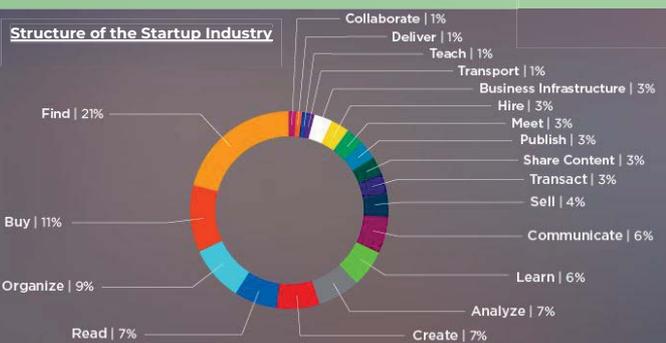
- ★ Facebook initially was intended for pupils and students as a communication platform
- ★ LinkedIn is the top business-oriented social networking platform,
- ★ Spotify is a music service offering its users access to songs in the stream
- ★ Uber is a mobile application used to order transport services by associating the customer with the uber driver
- ★ Airbnb is a platform that allows people to list, find, and rent lodging
- ★ Youtube a website that allows free posting, rating and commenting on movies.

Success consists of going from failure without loss of enthusiasm.

Winston Churchill

Some examples of Polish startups:

- ★ Sky Tronic was honored in 2017 during the European Start-up Days, in the IT related category, Indystri 4.0. This company is one of the first companies in the world to work on drone control technology using artificial intelligence. The flight control and stabilization algorithms are based on FLC fuzzy logic controller. Thanks to this, it is possible to accurately monitor, evaluate and control the object in the same way as the human brain does. This means that in the future, unmanned aircraft control will be more precise and safe in difficult conditions, be it weather or off-road.
- ★ Vocabla is a notable start up in the group of the best Polish startups. This application is used to learn vocabulary from foreign languages, using specially prepared tests. It helps in the regular learning of foreign languages.
- ★ MailGrupowy is among startups created for young people. This website has been created for students and is intended to exchange information, notes and materials for classes. It has options such as a shared calendar, chat, mobile application and many other amenities. This Polish startup has adopted the Turkish and Indian market, where it is used by students at almost 720 universities. This is a real success.
- ★ Explain Everything is an extremely creative Polish start-up, which is an application for tablets, which is an interactive virtual board for creating animations. It is a highly intuitive product, enjoying great popularity in the United States, the best confirmation of which is that it is promoted by Apple.



Startup is the best way to live!

Activity	Description
Analyze	Tools for business and/or social analytics
Business Infrastructure	Cloud storage, web hosting and office space
Buy	Variety of online marketplaces
Collaborate	Crowdsourced projects
Communicate	Business and/or social messaging tools
Create	Build digital assets by designing and/or coding
Deliver	Have goods delivered to you
Find	Find variety of content, places to go, people to help
Hire	Find people to work for you
Learn	Learn things like languages and coding
Meet	Find people with similar interests
Organize	Optimize processes for business and/or social
Publish	Share content beyond social channels
Read	Variety of news and special interest sites
Sell	E-commerce platforms
Share content	Share audio, video, pics with online communities
Teach	Online education platforms
Transact	Transfer and exchange money
Transport	Taxis and ride sharing

Conclusions

Ideas that have been implemented thanks to startups are applicable in everyday life.

Most of us can't imagine our lives without Facebook, Uber helps us move around the city. YouTube provides us with entertainment and education. Music from Spotify is the soundtrack of our lives. Without these solutions, our lives would look completely different.

Startup allows to check if the idea will be well received by customers at low cost. You can find out what is worth changing or improving in the company, and what ideas will not find their recipients. The successful startup allows for a rich life, guarantees satisfaction. Startup is a good way to try your hand at business.

There is only one thing that makes a dream impossible to achieve: the fear of failure.



„START-UP” - how it works?

The purpose of the poster is to present the mechanism of operation of the unit which is a start-up. Over the years, these organizations have gained more and more popularity among entrepreneurs who want to offer their own (often innovative) products or services. For the purpose of creating this poster, the spelling of the English form was adopted - "start-up" in accordance with the Merriam-Webster Dictionary, spelling, <https://www.merriam-webster.com/dictionary/start-up>, access date: 11.04.2019.

WHAT IS A START-UP?

This term refers to a company that is in the first stage of operations. Start-ups are founded by one or more entrepreneurs who want to develop a product/service that is innovative and for which they think there is demand. Companies of this type usually start with high costs and limited income. They seek capital from various sources, for example venture capital. Start-up projects are sometimes associated with a high risk of failure, but also a huge profit.

LEGAL STRUCTURE

Start-ups can take any legal form - they have no restrictions. To start with, they usually start with a sole proprietorship or a small enterprise

FINANCING

An excellent credit history can allow a start up to use a credit line as financing, but this option carries the greatest risk in the event of failure. Banks usually offer several micro-loans - they are a short-term low-interest loan, intended for start-ups, among others. The least risky option is to raise funds among family and friends or take advantage of the so-called risk capital.

LOCATION

The location depends on the product or service offered - their activities can be carried out online, in the office (also home office) or in the store.

SEVERAL STAGES CAN BE DISTINGUISHED IN THE ESTABLISHMENT AND SUBSEQUENT DEVELOPMENT OF A COMPANY:

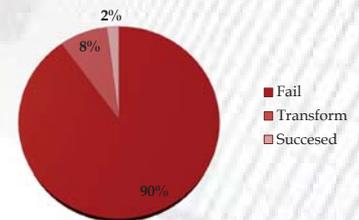


10 HIGHEST VALUED UNICORN COMPANIES WORLDWIDE 2020



The most common reasons for the failure of start-ups are:

- no market need
- ran out of cash
- not the right team
- get outcompeted
- cost issue
- user un-frendly product
- poor marketing
- ignore customers
- product mistimed



Source: own study based on the article: Croy, J., "Co to just startup?", <https://smarterbees.pl/blog/co-just-startup>, access date: 07.04.2020

Unfortunately, according to most estimates 90% of technology start-ups will fail within 12-24 months of activity, 8% will transform into normally functioning companies, and 2% will be globally successful.



The factors that constitute barriers to establishing start-up companies are most often: a lack of skills related to organization and management of the company, necessary to start a business, or a lack of capital to start a business. However, this does not discourage them from acting. Everyone starts - regardless of age, gender, nationality or education. According to surveys, the average start-up owner is a 38-year-old man with a university degree, from a family of four, who has an interesting idea for a business and wants to use the experience gained in previous work.

The initial period of the first few years is very important for the start-up. Entrepreneurs must first of all find funds for their project, create a business model, hire the right people. Many of today's most successful companies started as start-ups: **Facebook, Ant Financial, Airbnb, SpaceX or Uber** - are now listed on the stock exchange.

„Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.”

„Ant Financial Services Group officially established in October 2014, is an innovative technology provider that aims to bring inclusive financial services to the world.”

„This is a unique approach to accommodation when traveling. Airbnb was founded in 2008 and offers someone a home as a place to stay instead of a hotel.”

“SpaceX designs, manufactures and launches advanced rockets and spacecraft. The company was founded in 2002 to revolutionize space technology, with the ultimate goal of enabling people to live on other planets.”

“Uber is a company founded in 2009 offering travels. Using the mobile application, he sends the location to the Uber driver (located in the area), who will take us to the destination of our journey.”

The leading start-up cities in Europe until mid-2019 were: London, Paris and Berlin. The capital of Great Britain has achieved over 320 initial investments, which makes it one of the most attractive cities in Europe. It is followed by Paris with 230 investments and Berlin with 129.



STARTUP POLAND

This organization was founded in 2014. It is one of the well-known technology think tanks in Central Europe. It was created thanks to a group of young Polish entrepreneurs and start-up founders. Their main goal is to represent Polish start-ups in dialogue with the government, parliament, the European Commission and local government authorities. Thanks to ambassadors operating in all voivodships in Poland, the organization reaches start ups throughout the country. Partners of Startup Poland include: Google, Citi Handlowy, NCBR, Roche, PFR, Mastercard and Microsoft.

Every year in Poland and in the world there are more people having an idea for an innovative product or service. They set up their own enterprises and a small percentage of start-ups succeed. From a sole proprietorship, they quickly become an international corporation, often entering the stock exchange.

The Business Incubators as a chance for Startups' success

Many start-ups do not withstand market pressure and get lost in legal regulations, often at the beginning of their activity they need support to develop themselves. The answer to these problems are Business Incubators, thanks to which many companies have succeeded.

Business Incubators develop and support newly established enterprises. They are dynamically developing all the time, by supporting innovative and emerging enterprise.

But do we know how this cooperation works?

We can contact with the incubator via the online form available on the website or by the phone. Anyone can come to the Business Incubator and get the appropriate advice and support both at the consultation stage and after signing the contract.

Benefits of cooperation for the enterprise:

- The Business Incubator promotes the company its website
- Support of PR and marketing departments
- Startup promotions
- No commision on achieved revenues
- Lack of social insurance contribution
- The option of using the Incubator's logo



EKO SMART ENERGY SYSTEMS
ENERGETYKA

From startup...

Ekoenergetyka was founded in 2019 in Zielona Góra by two graduates of the Univeristy of Zielona Góra. A good idea and support of Business Incubator was enough to start the business. The company received support from the Incubator in the form of lending premises for the company's headquarters. They operate as part of the Academic Business Incubator of the University and Business Incubator of the City of Zielona Góra.

... to a large company

In 11 years since their creation they grew from 2 to 180 people, acquired customers all over Europe and are now a Central and Eastern European leader in charging technologies. The company has received many awards, e.g. Frost & Sullivan Best Practices Award, EY Entrepreneur of the Year in the New Technologies (Innovation category), Business Gazelles 2019 and Forbes Stars 2020.

The Business Incubators give startups a chance to implement their ideas, supporting their activities in many aspects and helping to overcome initial difficulties. They also allow the exchange of experiences with other entrepreneurs and offer an access to many preferential programs of their business partners.

Thanks to them, many companies, including Ekoenergetyka, are successful both on the domestic and international market

TRAVEL STARTUPS

that help us organize our trips



IF YOU HAVE PLANNED A TRIP YOURSELF AT LEAST ONCE, YOU KNOW HOW LONG IT TAKES TO ORGANIZE IT. YOU'VE CERTAINLY HEARD ABOUT WEBSITES SUCH AS AIRBNB, TRIVAGO AND BOOKING. HAVE YOU EVER WONDERED HOW THEY WERE CREATED? DID YOU KNOW THAT FIRST THEY WERE STARTUPS AND NOW THEY ARE BIG WELL KNOWN COMPANIES?

THE PURPOSE OF THIS POSTER IS TO GIVE YOU A LITTLE INSIGHT INTO THE ABOVE TOPIC - TO LEARN ABOUT THE HISTORY OF SOME OF THE MOST-KNOWN COMPANIES IN THE TRAVEL INDUSTRY AND TO MAKE THE READER TO REFLECT ON THE FACTORS THAT CAUSED THESE STARTUPS TO TURN INTO HUGE COMPANIES.

AIRBNB.COM

Airbnb is a global platform offering rooms, flats and houses for rent from private owners. It was founded in 2008. This startup's story begins when two friends (Joe Gebbia and Brian Chesky) were looking for a way to make extra money. With the upcoming Industrial Designers' Conference in San Francisco, there was a shortage of hotel rooms and accommodations. So the duo rented out their apartment loft to designers looking for a place to stay. They launched a simple website - airbedandbreakfast.com, and offered air mattresses (hence the name) and a homemade breakfast for \$80 each night. A moment later, Nathan Blecharczyk joined the team. Unfortunately, after some time they didn't have many reservations, so they fell into debt. They took a break and created presidential-themed breakfast cereals - The Obama O's. The founders sold each limited edition cereal boxes for \$40 a piece. Proceeds from their sale pulled the company out of debt, and information about the originators was found in national newspapers. In 2009 Airbnb is accepted into Y Combinator's batch and receives \$20,000 in funding. This was the turning point for the company. The site name has been shortened from Airbedandbreakfast.com to Airbnb.com and the offer has been extended.

To date, Airbnb has a valuation of \$38 billion. It offers 6 million listings in 191 countries and regions all over the world. Airbnb has 31 offices across the world.

"A number people have said that Airbnb is the worst idea that ever worked. Or at least i can say, everyone at the time seemed to say it was the worst idea ever, and it worked. So maybe that's the nice connection."
~ Brian Chesky

BOOKING.COM

"I did not have any plans to become the biggest player in the world. I simply went to work with an outstanding team, and we worked really hard for many years to solve a problem that people were facing."
~ Geert-Jan Bruinsma

Booking.com was founded in 1996 in Amsterdam as a small Dutch startup. Today is a one of the world's leading digital travel companies. The founder was Geert-Jan Bruinsma. He gives 3 tips for good management:

1. Start from the problem, not from the technology.
2. Innovate in small steps.
3. Keep in mind the shortage that stimulates creativity (the limited capacity allows you to focus on the things that have the highest priority).

Booking.com has a dedicated team of over 17,000 employees in 198 offices across 70 countries. They offer 24-hour support in 43 languages, and more than 28 million total reported accommodation listings, including

over 6.2 million listings alone of homes, apartments and other unique places to stay. They have over 1.5 million room reservations every day.

TRIVAGO

"In the beginning, we were not entirely sure what direction we wanted to drive the business model, but we were very sure what kind of company we would like to run."
~ Rolf Schrömgens

Trivago is an online hotel search platform that compares prices from various hotels on booking sites worldwide. The idea was born in 2005 in Düsseldorf, Germany by 3 university friends: Rolf Schrömgens, Peter Vinnemeier and Stephan Stubner. "Like most start-ups, the site's first iteration was deployed from a garage." Trivago was the first hotel search engine operating on the German market. At first, Trivago got one million Euro from investors. Then, they built up its first TV advertising campaign. Trivago ran effective TV advertising in home-nation Germany and utilized the income achieved to grow in Europe. In 2015, Trivago reported more than US\$500 million in revenue.

Now, Trivago operates in 55 global markets and employs over 1,200+ talents. They offer over 3 million hotels and other accommodation in 190 countries.

DID YOU KNOW THAT...

- ... 90 PERCENT OF STARTUPS FALL IN THE FIRST 2 YEARS OF OPERATION?
- ... 3 NEW STARTUPS LAUNCH GLOBALLY EVERY SECOND MAKING UP FOT 11 000 PER HOUR?
- STARTUPS WITH 2 OR MORE FOUNDERS, A BALANCED TEAM, OR WHO HIRE SKILLED EMPLOYEES TO DISTRIBUTE WORK ARE MORE LIKELY TO SUCCEED?

AFTER LEARNING ABOUT STARTUP STORIES, YOU CAN COME UP WITH ONE OF THE MOST IMPORTANT CONCLUSIONS. THE COMPANIES REMAINED ON THE MARKET AND THEN ACHIEVED A HIGH POSITION IN THEIR INDUSTRY BECAUSE THEY HAD A SPECIFIC BUSINESS IDEA. THEY HAVE CREATED SOMETHING NEW THAT HAS NEVER BEEN ON THE DOMESTIC OR GLOBAL MARKET, HAVE MET THE NEEDS OF CUSTOMERS. IN ADDITION, FOR STARTUPS TO BE SUCCESSFUL, THEY SHOULD TAKE SMALL STEPS, COLLABORATE WITH HARD-WORKING, MOTIVATED PEOPLE, AND HAVE THE ADEQUATE CASH RESOURCES OR INVESTORS.

UBER: from startup to international company

Author: Iwona Cieřła

The main purpose of this poster is to tell the story of worldwide known Uber company, but it's not everything. Almost everybody has heard about Uber, so what is so special about it? What can we learn from them? Those are some other messages of this project.



Uber logo

Uber Technologies, Inc., which everybody knows as Uber was established in 2009 in San Francisco as **UberCab**. Founders at the very beginning started by hiring private drivers, but if they would have followed that way, they wouldn't have developed the new type of transport which is now commonly known as peer-to-peer ridesharing. Currently Uber is not only a ridesharing platform but also for example a food delivery company (Uber Eats). Uber is an example of how simple idea can be transformed into a huge international company and success.

Some facts about Uber:

- In 2013 Uber corporation introduced UBERMOTO in Paris. The only difference was a way that drivers were using motorbikes instead of a cars.
- Second attempt of introducing UBERMOTO has taken place in Asia where motorbikes are way more popular than in Europe, which is caused by a huge traffic. Unfortunately service was banned after 2 months by the government.
- Both drivers and customers of Uber are able to rate each other. Of course only customer rating makes sense, because driver won't bother if the customer is pleasant or not. When a new order is available, drivers are accepting it immediately, they don't check any ratings. It looks completely different from the client's perspective who has more time to make a decision.

7 Lessons how we Can Learn from Uber's Growth

- **Don't be afraid to change conventions.** – first idea was to start Limo Timeshare service company, but it wasn't their best idea. The second one was the 17 USD Billion idea (value after 5 years of Uber on the market), founders connected cell phone technology and cab –How simple is that?
- **Don't be afraid to aim high.** – Company achieved huge success in THE USA, but it wasn't enough for them. After the America it was the time for Europe and after that for almost the whole world.
- **Respond to customers needs.** – Over the years Uber has faced criticism, for example for lack of necessary protection against sexual assaults. The company very quickly improved the protection of their customers.
- **Competitors on the horizon.** – Always build up your brand. Currently on the market you can find multiple ride sharing companies but Uber was the first one and it's still the most recognizable one.
- **Try to minimize deductible costs.** – Uber doesn't hire commercial drivers, and therefore is reducing costs and gives possibility for non-commercial drivers to find a job or even a part-time job for students.
- **Always try to improve.** – The company is constantly exploring the market to find out another solutions, for example new innovations for their app.
- **Mission accomplished,** but keep going- after the success for ride sharing company Uber added another service to their portfolio: Uber EATS.

In my opinion the history of this company and current status is an interesting case study. For 100% Uber Company used to be one of a kind. Let's try to find similar companies which were established after Uber and have similar services. For sure we will get more than 2 with almost identical services in the portfolio. The History of this firm may be a perfect lesson for people who want to start up some brand new business or give a new touch for already existing one.



www.spidersweb.pl



www.wnp.pl



www.spidersweb.pl

Uber: from startup to international company

I. Cieřła

CLASSPASS – HOW TO BECOME A UNICORN IN THE STARTUP WORLD



UNIWERSYTET
EKONOMICZNY
W KRAKOWIE

Authors: Monika Fiejdasz, Agata Golonka, Sylwia Grabka

The purpose of the poster is to approximate the term "unicorn" concerning to startups and to present the company that has achieved this name and which became one of the most valuable among other in the trade.

The history of Classpass

In 2013, the ClassPass application was created, which offers services based on monthly renewed membership and guarantees access to various sports activities, in various schools and fitness clubs, as well as wellness centers. Currently, platform members can book participation in over 5 million sports activities each month.

FOUNDER



Reference: generationt.asia/leaders/5-minutes-with-payal-kadakia-of-classpass

What is the unicorn in the startup world ?

Unicorn is a startup valued at least one billion US dollars.

The founder of ClassPass is Payal Kadakia, the daughter of Indian immigrants who was born in 1983 and grew up in New Jersey. She is a dancer. She graduated of the Massachusetts Institute of Technology. In 2008 she built her first company, which was dance company. After being frustrated by the process of trying to find ballet classes online, she was inspired to build her own app.

Only 1% of startups has a chance to become a unicorn, of which only a few were founded by women.



Reference: classpass.com/blog/2016/12/15/classpass-android-app

BECOME A MEMBER OF GROWING COMMUNITY

- ❖ Download the app
- ❖ Choose gym and class
- ❖ Connect with friends
- ❖ Go to the training

Startup of the company

In the past 18 months, the company has been on an expansion tear, going from four to 28 countries. It now boasts more than 30,000 boutique studio, gym and wellness partners. With funding round it has raised \$285 million, pushing its valuation above the \$1 billion mark, officially making it a "unicorn." ClassPass seek to double its presence in Europe and develop the platform in countries in Central and South America.

Conclusion: The name "unicorn" is an unusual distinction that only a few startups can boast of. As the ClassPass story shows, even a prosaic problem can become an inspiration to create something that will turn into an extremely profitable business. With enough among of passion and persistence Payal Kadakia perceived a market opportunity and turned it into company worth millions.

UBER as a perfect example of start-up company

Uber is an application that allows you to associate with each other a person who is currently looking for transport (and is registered in the customer database), and a driver belonging to the database. Uber's value is estimated at USD 68 billion. It is called the most expensive start-up in the world. Uber's value is estimated at \$68 billion. It is called the most expensive start-up in the world. The application currently is being operated in 633 cities in 65 countries around the world. In Europe, Uber is in 85 cities. This poster will be a lesson for start-up and show in which aspects other firms should go forward with UBER.



High security technology
adapt relentless changes in industry to operate in

Not elegant but simple
Elegant business models are rarely the way to go with startups. Elegant very often means complicated and this causes that there are more ways for things to go wrong. Start-ups should look for innovation which helps them avoid complications. Start-ups should innovate which may increase their performance. UBERs learn that start-ups should think about clear vision (not complicated), provide communication procedures, provide internal controls, control feedback and everything should go fine.

Lessons given by UBER to start-up companies

Mouth marketing

Word of mouth has played a huge role in Uber's growth. Except normal marketing, start-ups should use mouth marketing to reach new customers. Normal advertisement reaches handful of people but it ends at the moment when ad is taken down. If company deas well, customers talk about this and recomment to others. Customers trust feedback from colleagues and co-workes, so they will use service then. What is more, this kind of marketing is free. Startups should use this technique to its fullest potential when they grow their customer base.

Favourable working conditions

Company should be created an attractive package for employees to encourage them to cooperate and distinguish them from the competition. To attracts highly qualified employees entrepreneur should offer adequate remuneration.. Uber employees can benefit from flexible working hours, which is an additional advantage for those who want to make extra income.

Decentralization

The lower level of management knows what action needs to be taken to make the services offered attractive to customers, so the manager must trust his or her employees to be able to entrust them with making decisions that will ensure the proper functioning of the company. Decentralization of decision-making is particularly important when a company operates in several countries, as the manager may be unaware of exceeding the rules that apply there. In this situation, possibility to local managers make decisions is very important for the whole company.

Unstopable changes

The market is constantly evolving. Law, technologies, market regulation are regularly changed. For a new companies , it is very difficult to adopt and update any changes. For many of them changes may be too radical. Our company has to face these problems and adopt changes in a short time. For example customers expected high quality and competitive prices. In uber's strategy the most important thing is to adapt changes quickly and meet customer expectation. It is necessary to achieve success.

Uber is a pioneer

One of the most important think for companies is being first on the new market. Thanks to that start-up company could be stronger than other competitors. Company for example Uber can do market research, identify market conditions and create brand recognition. For a start-up company very important is to be faster than competitors. Uber is one of this type company, which uses competitive advantage by being first on the market. This difference helps Uber to achieve much higher revenue than other companies, start-ups, which entered the market much later.

There are many points where start up should look for possibilites to grow up at the market. They should look for not only obvious solutions but smart one. UBER shows how start up should invest their money and become one of the most popular company on the world.

Influence of further business environment on the start-up

START - UP

- INNOVATION
- HIGH RISK
- VARIABLE GROWTH RATE
- FINANCING BY VENTURE CAPITAL FUNDS
- RELATED TO THE R&D SECTOR

HOW A BIG CORPORATE HELPS START-UPS WITH DEVELOPING ?



SCALE UP

10 CORPORATE PARTNERS



FOODTECH



FINTECH



IOT/AR



LOGISTICS

Expert and financial support
-200 000 zł./ one start-up

Knowledge and experience

Business contacts

Access to technical resources of large companies

PKN Orlen

It is one of the largest players on the fuel and energy market, the largest company in Central and Eastern Europe. It operates on 6 countries.

Mission

By discovering and processing natural resources, we power the future.

PKN Orlen's main competitors are:

- BP,
- Shell,
- Statoil,
- Lotos,
- Lukoil.

The suppliers of PKN Orlen are:

- GlenCore,
- Energy UK Ltd,
- Socar Trading S. A.,
- Mercuria.

The buyers of PKN Orlen are:

- Individual clients,
- Business clients,
- Wholesale clients

CLOSE SURROUNDINGS:

The priority is to develop to social needs, the responsibility of business partners and clients by sharing good practices, knowledge and implementing new standards.

DISTANT SURROUNDINGS:

This is the area in which PKN ORLEN set itself the task of implementing strategy and promoting innovation, setting the highest industry standards in the field of business ethics and environmental protection.

PKN Orlen is looking for start-ups with new ideas



- 1 PKN ORLEN STRATEGY FOR 2019-2022**
Development of the innovation ecosystem
- 2 ACCELERATION PROGRAM**
Spcae3ac Scale Up II
- 3 COOPERATION WITH A START-UP**
Using the autonomous drone docking station
- 4 TESTING THE DRONE FOR MONITORING THE PRODUCTION PLANT IN PŁOCK**
The docking station enables autonomous take-off, landing and battery charging

The employees are involved in implemented acceleration programs aimed at assessing the needs in the area of sought for innovative solutions and conducting their pilot implementations.

PILLARS OF THE PKN ORLEN STRATEGY



- Security of raw materials
- Operational excellence
- Strong market position



- Employee initiative
- Internal Innovation
- External innovation - acquiring startups



- Strong foundations
- Secured financing
- Dividend payment

The Participation in acceleration programs allows to combine the potential of startups with experience, infrastructure and PKN ORLEN resources. Programs help to develop mechanisms and procedures in the organization to obtain innovation from outside and accelerate their implementation in operational activities.

Ewelina Gwizd
Katarzyna Janus
Gabriela Jarosz



It is worth managing
the company
so that it becomes
a Benefit Corporation!
Are you wondering why?



5 Reasons Your Startup Should Be a Benefit Corp

1. Find the Right Investors
(Stand out from the others and encourage investors with your innovative business idea so that they are willing to cooperate with you.)

2. Attract Capital
(Not only will incorporating as a benefit corp improve your ability to attract capital, it will enhance your attractiveness as more investment firms move in this direction.)

3. Get the Best Talent
(Taking care of your employees, running a business that is positively impactful, offering autonomy and new opportunity — these are all talent-attractors and common practices of benefit corporations.)

4. Gain Consumer Trust and Loyalty
(Stand on current and broadly relevant issues like sustainability, transparency or fair employment practices helps build strong connections with clients. The closer a company's purpose aligns to their own beliefs, the better.)

5. Work With Aligned Businesses
(Some simple practices can help to ensure business alignment: maintaining focus on the mission, vision and values, and having a plan for monitoring and measuring performance.)

Becoming a benefit corporation has advantages for every stakeholder in your business, from consumers and talent to shareholders and directors. And, in an era where so many are trying to be authentic and sustainable, becoming a benefit company helps you stand out from the crowd by demonstrating your commitment to your employees, your community, and the environment.

Gamification in business

The goal of this poster is to give the explanation of Gamification and provide the brief view on its use in corporate environment and startups.

Gamification is defined as the application of game design elements in non-game contexts to motivate participation, engagement, and loyalty.

Gamification techniques are designed to leverage people's natural desires for socializing, learning, mastery, competition, achievement, status, self-expression, altruism, or closure, or simply their response to the framing of a situation as game or play.

[A. Rapp (2015), A Qualitative Investigation of Gamification: Motivational Factors in Online Gamified Services and Applications, "Gamification: Concepts, Methodologies, Tools, and Applications"]

Benefits of gamification for business:

Gamification is widely used in various business areas, regardless of the size of the company. Its use bring real benefits for the company:

- Increase customer retention
- Improves productivity
- Increases motivation
- Encourages creativity
- Enhance synergy and collaboration
- Increase involvement
- Transmits corporate image
- Drive innovation

[A. Narayanan (2014), Gamification for Employee Engagement]



INCREASE EMPLOYEE ENGAGEMENT

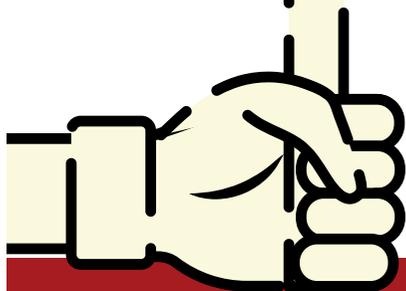


ENHANCE EMPLOYEE PRODUCTIVITY

[Source: <https://financesonline.com/gamification-trends/>]

AREAS OF APPLICATION:

- MARKETING
- EMPLOYER BRANDING
- INTERNET SALE
- FINANCES
- HR
- CSR



Gamification in corporate environmental:

- Gamification is used in setting and achieving business goals.
- Corporations use gamification techniques in almost every area of their business. Elements of gamification are used, among others in recruitment, sales process, marketing and corporate training.

The use of gamification in selected processes in organizations:



[Source: <http://webcasts.td.org>]

Gamification in startups:

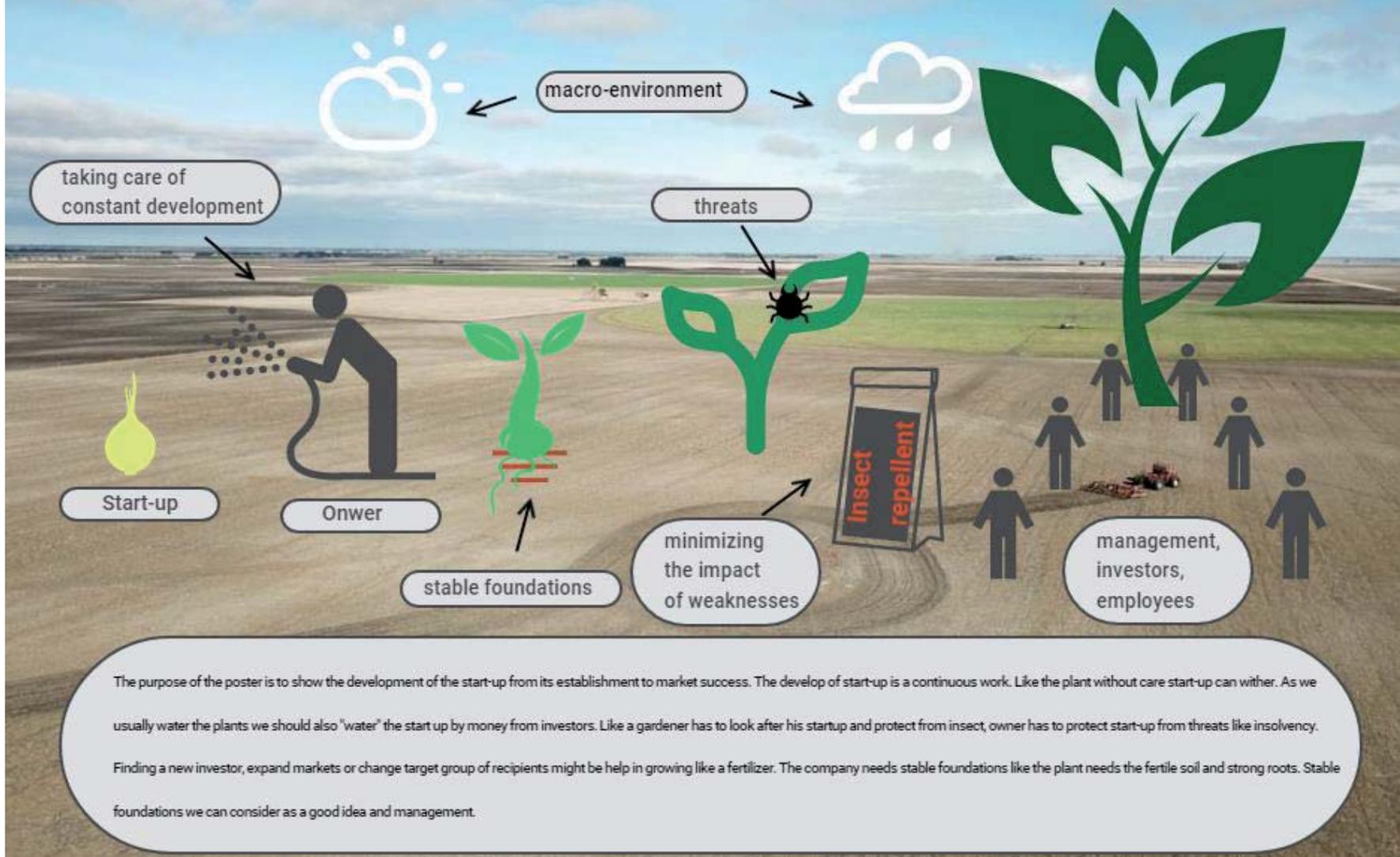
- Basing on gamification can be one way to stand out from the crowd of startups.
- Startups use gamification as one of the strategies to increase product value in the eyes of the customer, which allows them to manage customer engagement and loyalty.
- A common problem for startups is the lack of funds and difficulty in paying content creators salary, the solution is gamification, people reward each other (badges) and gain the favor of the community, winning a place in various rankings.

Monika Koral

How to develop start-up to become corporation?

The subject of our project is to present history and steps which every start-up have to achieve to become a corporation

Authors: Jarosz Karol, Kubacki Dawid, Monika Musiał



How to develop start-up to become corporation
K. Jarosz, D. Kubacki, M. Musiał

Human Capital Management

HCM is concerned with obtaining, analysing and reporting on data that inform the direction of value-adding people management, strategic, investment and operational decisions at corporate level and at the level of front line management.

How to implement it?

Create employee profiles

They allow managers to collect and store important employee information in one place.



Embrace mobility in the workplace

Mobility provides employers and employees alike the flexibility to work from anywhere, at any time



Streamline employee onboarding

The onboarding process serves as a new hire's first impression of a company, which stresses the importance of having a smooth onboarding system in place.



Offer unlimited PTO

Flexible paid time-off policies simplify HCM by eliminating the tedious process of calculating vacation accrual and tracking employee absences



Revive the performance

Employers should strive to build a regular feedback culture by incorporating self-ratings, peer reviews and manager assessments into the HCM system.



Human Capital Management is important for:

- Hiring the right talent



- Orienting him/her to the organization



- Making a new employee feel comfortable



- Training employees in order to constantly upgrade their skills



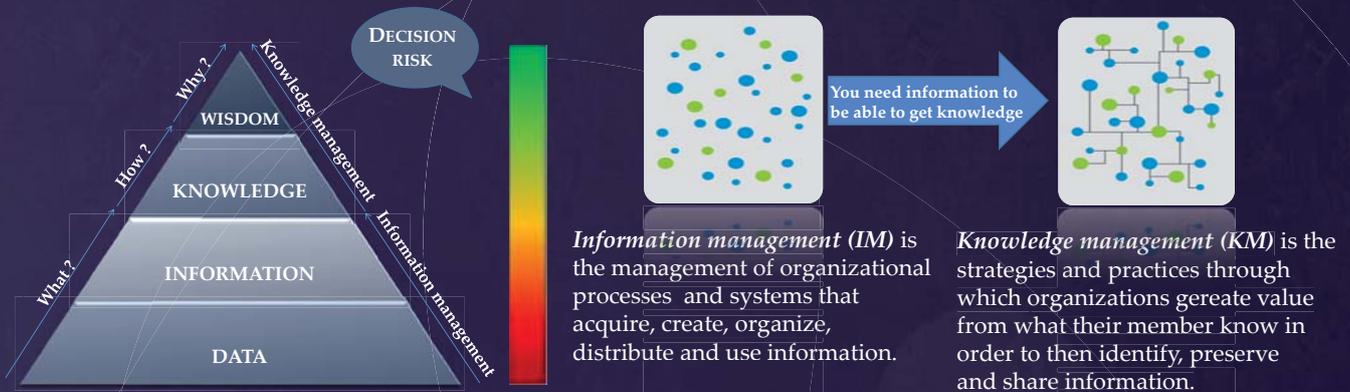
- Retaining employees



- Making employees self sufficient and prepare them for adverse conditions



INFORMATION MANAGEMENT VS. KNOWLEDGE MANAGEMENT



DIFFERENCES BETWEEN IM & KM

Information management

Data and info

Focus on data, information, facts and figures



Technology

Technology driven.



Explicit

Articulated, well-defined, easy to identify and share



Know what

It offers a fact that you can then use to help create useful knowledge, but in itself that

**FACT
STATISTIC**

Easy to copy

Is easy to copy – due to its codified and easily transferrable nature



Knowledge management

Knowledge

Focus on knowledge, understanding and wisdom



People

People driven. Supports communities and group learning



Tacit

Unarticulated, hard to identify and share



Know how

Is largely about know-how, know-why and know-who

**ACTION
EXPERIENCE**

Hard to copy

The connection to experience and context makes tacit knowledge extremely difficult to copy



Information management focuses on activities needed for controlling organization's records. This is done through managing information resources, and IT resources can be used. People are important but not a critical resource. On the other hand, knowledge management has people as a critical component to be managed. KM is oriented to improve the organizational performance and to add value through a set of key-process (mainly knowledge sharing). Through diverse sets of knowledge management systems, companies they can preserve, spread and further develop valuable ideas. It depends on company's core competence if they need knowledge or information management.

Knowledge Management

Knowledge is the currency of today's economy and the crux of knowledge management, which in turn the lifeline of modern-day organizations.

It has been used since 1990s as a tool to achieve sustainable competitive advantages and greater performance, and now, it is becoming an essential asset to sustain organizational competitive advantages and a vehicle for continuous progress and innovation. It is every organization's objective to be able to grow and progress whether it is an SME or a large enterprise so to ensure that there is return on investment of the shareholders and this objective can be met through sustainable superior organizational performance. There are many determinants that may influence organizational performance operating in the current economy but one that is being increasingly recognized as vital is knowledge management.

In the knowledge-based economy era, superior organizations depend more on their knowledge-based resources to survive and to cope with the changes. Therefore, the Knowledge Management (KM) implementation is increasingly becoming a main power to improve Organizational Performance for various organizations. According to Resource-Based View and Knowledge-Based View theories, knowledge is a key resource for survival, stability and growth of the organizations.

It can be appreciated that this current economy is quite dynamic where resources value span are becoming much shorter as marketplaces are becoming increasingly competitive and the rate of innovation is rising. Beccera-Fernandez and Sabherwal identified four forces as the forces driving the need to manage knowledge in this current economy.



"Increasing Domain Complexity" which means the knowledge required to complete a particular business task just becomes more complex;

"Accelerating Market instability" which means the rate of change in market trends has increased significantly over the years to the extent that market changes may happen overnight;

"Intensified Speed of Responsiveness" which means that decision makers are now given much less time to respond to the market changes otherwise risk losing business opportunities;

and finally "Employee Turnover (Diminishing Individual Experience)" which means that employee mobility is even greater than before thus leaving organizations with major challenges of maintaining their intellectual capital.

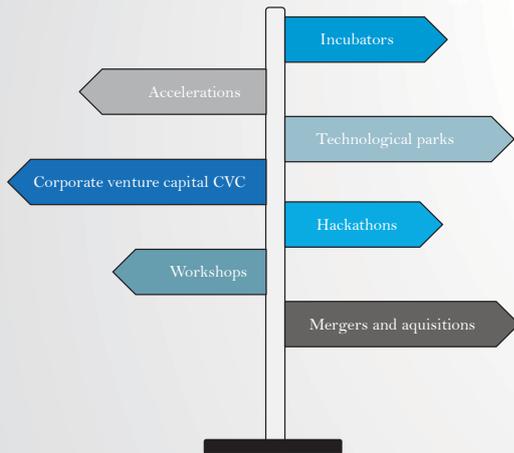


Knowledge Management is a vital source of sustainable competitive advantage for enterprises and has more positive influence on firm performance. KM allows for the integration of people, processes and technology to create values from both organizations' intangible and tangible assets. This integration allows for new business opportunities to be identified and developed through the use of knowledge gained from the knowledge worker (expert), quick and easy access to the needed knowledge at any time and under any circumstances, that is, ensuring the needed knowledge always gets to the right place, in the right format, at the right time, and the implementation of more efficient and effective processes through the continuous learning. It also helps to better share the knowledge with the different stakeholders which can significantly improve existing relationships or create new ones. For example, improved customer relationships would normally result in better customer loyalty and better organizational public image. It helps to enhance the collaborative effort expected from employees, encourage continuous development of people capabilities through individual or group learning, and promote organizational learning for improved production and services offering, and the overall resulting effect on organizational performance.

PUBLIC SUPPORT INSTRUMENTS OF COOPERATION BETWEEN BIG CORPORATIONS AND START-UPS

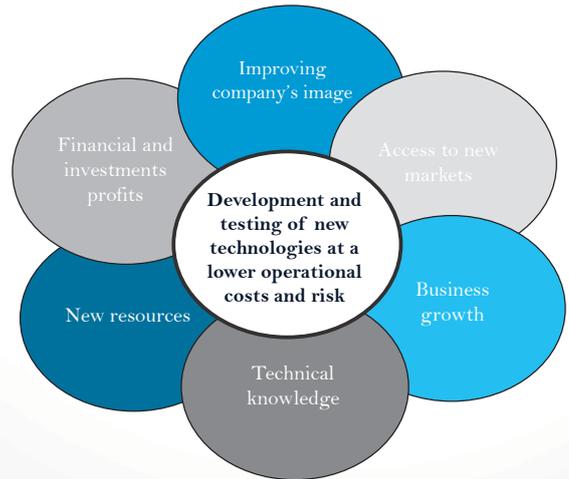
The main purpose of our poster is to answer the question: „What are the main advantages of such cooperation between corporations and startups and what form of support may startups expect?”

METHODS, WAYS AND TOOLS OF COOPERATION



There are many methods of cooperations between startups and big corporations. Choosing the best one depends on an individual approaches and business characteristics of each organization.

BENEFITS



New technologies and products provided by startups help you to remain competitive. Cooperations may increase attractiveness to customers, bring a fresh look and rejuvenate organizational culture

Scale Up

Scale Up is a supporting program which task is to succor startups. His aim is to provide experts help in financial and investments areas and to enable contact with big corporations, including state-owned companies.

acquire customers immediately after acceleration

31,5%
STARTUPS

acquire investors immediately after acceleration

10,5%
STARTUPS

use additionally other subsidies

24%
STARTUPS



List of other supporting programs:



SUCCESSFUL COOPERATIONS



Summary

Ability to make contacts and cooperate is crucial for both newly formed and already growing startups. There are used many useful methods and tools to find investors. Starting cooperation with big enterprises might be a milestone for each startup. As the past shows, benefits resulting from it are really huge.



ic solutions

Due to cooperation PKO BP have improved data digitization system powered by IC Solution which allow saving all documents in electronical version. StartUp provide the system of IC pen and software which support this process. In the result of cooperation



raccoon RECOVERY

Effect of cooperation between PZU and Raccoon is introducing of a new patients rehabilitation technique. New method is based on gamification. Due to cooperation range of offered services increased, which caused that organization gain more clients.



Enelion is a polish producer of electrical cars chargers. Cooperation based on improve new system which help to increase efficiency of charger network. Thanks to this collaboration Orlen S.A. offer their services not only for combustion cars but also for electrical cars.

The aim of the presentation is to show how Selvita became multinational biotech company



Cracow University of Economics
Agata Kubajka
Gabriela Kukla
Magdalena Kurcz



INNOVATIVE PROJECTS

SEL120:

Selvita's second largest project for the treatment of AML and other rare oncological diseases worth 130 million PLN

September 2019 - first clinical research (first patient)



SEL24

First of the most advanced project currently investigated for the treatment of Acute Myeloid Leukemia

March 2017 – first-in-human entered

UNIVERSITIES



POZNAŃ

Contract with the Adam Mickiewicz University in Poznań for renting laboratories in the buildings of the Wielkopolska Center of Advanced Technologies

SAN FRANCISCO

Selvita Inc. with head office in Cambridge, Massachusetts - renewal of cooperation contract from 2016 with University of California in San Francisco (UCSF) for next 3 years.

BOSTON

Greater Boston Area the first foreign office in the neighborhood of Massachusetts Institute of Technology, Harvard University and medical centers

CAMBRIDGE

Cambridge cooperation from 5th of May 2015 is focused on supporting and developing business relationships with local partners

Selvita's competitive advantage is a result of its activity in highly innovative area. Biotechnology segment is advanced technology and being its leader is an incredible success for small start-up from Cracow.

Split payment - the influence on start-up activities

Value Added Tax (VAT) is one of the most important sources of state budget inflows, which is almost 40% of budget revenue. The main goal of the newly introduced tool - Split Payment - is to seal the tax system in Poland.

The purpose of the paper is to present the split payment mechanism and the impact of the obligation on start-up activities.

SPLIT PAYMENT MECHANISM

$$1230 = 1000 + 230$$

GROSS = NET + VAT

Split payment consists of dividing the amount of the liability by the purchaser into two parts - net amount and VAT amount. The net amount is credited to an ordinary settlement account, while VAT is credited to a special VAT account.

The split payment mechanism was introduced into Polish tax law to prevent tax fraud. It prevents crimes related to VAT and, at the same time, increases state budget revenues. It is nothing more than sealing the Polish tax system.

An optional split payment mechanism was introduced into Polish tax law on 15 December 2017. The obligatory split payment has been functioning in Polish tax law since 1 November 2019. It concerns transactions which fulfill two cumulative conditions:

- the invoice value exceeds 15 000 PLN gross;
- the transaction concerns goods or services which are interchangeable in Annex 15. to the Goods and Services Tax Act.

The entrepreneur may not freely dispose of the funds deposited into the VAT account. Payments that can be made using VAT account concern mainly settlements with state institutions for taxes and social security contributions. The transfer of funds from the VAT account to another bank account is possible after the entrepreneur submits a written application and receives the consent of the head of the tax office. The period for issuing this permission is up to 60 days.

WHAT IS A START-UP?

developer of new products and services

newcomer to the market

financially unstable company

a company that takes high risk

innovative company

a company which has been active on the market for less than 5 years

a company registered as a VAT payer



Advantages of the split payment for start-ups

The possibility of obtaining VAT compensation more quickly - the standard refund period for VAT is 60 days. If it is indicated that the refund is to be sent to the VAT account, this period is reduced to 25 days.

The possibility of reducing VAT liability - this right will be available to entrepreneurs who will pay the VAT amount fully from their VAT account before the statutory due date. The amount reducing the VAT liability results from the formula set out in the Goods and Services Tax Act.

Entrepreneurs, who pay their liabilities using split payment are protected against additional VAT liabilities. These penalties may be imposed by the tax authorities where a VAT return is not submitted or where significant errors are detected in it.

Disadvantages of the split payment for start-ups

The use of split payment can contribute to blocking additional funds in the VAT account. These funds can not be used for the continuation of business activities, including subsequent business transactions. This may lead to serious financial difficulties for start-ups and make their business development significantly more difficult.

Failure to use the obligatory split payment to settle certain transactions is punishable by high legal sanctions.

Entrepreneurs can use the VAT account free of charge. The obligation to set up and maintain the VAT account is imposed on the Polish commercial banks. Due to their losses, likely, the fees for maintaining already existing settlement accounts will gradually increase.

Conclusions

Despite of the many clear benefits of the split payment method, it may harm the financial situation of start-ups. Blocking additional funds on the VAT account or increasing bank charges can impair their financial liquidity, prevent further business transactions, and hamper market development.

The purpose of the poster is to present the startup lifecycle and the possibilities of financing their activities at different stages of their development.

What is a startup?

It is an innovative company founded to develop a unique product or service and bring it to market.



PRE-SEED

- The appearance of a business idea and preparation of the implementation of this plan.
- Creating initial product concepts that precede the prototype.
- The need for constant (moderately high) capital supply.
- The financing of this phase is very risky - a return on investment is possible even after 5-7 years.



SEED

- The startup has a prototype of its own product / started offering the finished product on the market.
- The need for external financing, due to increasing expenditures
- The startup has not yet exceeded the break-even point.



EARLY STAGE

- Increase in profitability of sales.
- The startup strengthens the market position.
- Increase in development expenditures – the need for external financing.
- Low profitability – no possibility of self-financing.



EXPANSION

- The startup imitates independent companies with an established market position.
- A more mature business model than in previous phases.
- Exit stage of high-risk investment funds.



LATE STAGE

- A proven business model.
- High profitability.
- Reduced operational and investment risk – greater opportunities to obtain financing.
- Financing ceases to come more from equity because foreign capital becomes more available.

Banks; Venture Capital and Private Equity funds

Business Angels; Seed funds

Family, Friends, Fools (FFF); Accelerator

Attention

A very important source of funding affecting the functioning of startups is **crowdfunding**, which is a source of funding available at all stages of their development.

CONCLUSIONS

An inseparable part of a startup is the existence of different stages of development, which present a specific development cycle of the business, resembling the product lifecycle. The availability of funding sources depends largely on the stage of development of the startup. With each successive stage, profitability increases and investment risk decreases, making it easier to attract investors.



Systems Management

Systems management is the administration of the information technology systems in an enterprise data center. IT systems management is usually overseen by the chief information officer (CIO) or chief technology officer (CTO).

Network Monitoring and Management:

This includes monitoring of network devices.

Asset Inventory:

It helps in asset lifecycle management, keeps a record of hardware.

Application Monitoring

System administration:

Monitoring and management of servers.



What elements of IT Can Systems Management help you with?

Log Management and Performance Analytics:

It helps you collect, correlate, and analyze the system's.

Systems Management



Automation:

This might include automated backups and restores, automated workloads, or desired configuration states.

IT Security and Compliance:

This task is in charge of running anti-virus and malware tools.

A **Systems Management** tool or software suite can help your IT environment to stay online and run smooth. It is the most important element of an IT-based organization and your success!



UNIWERSYTET
EKONOMICZNY
W KRAKOWIE

Karolina Kotnis

Accounting and Controlling
Cracow University of Economics

THE POWER OF HUMAN RESOURCE MANAGEMENT

Human Resource Management is used to maximize the performance of employees by executing various strategies. It is the practice of recruiting, hiring, deploying and managing an organization's employees. HRM is often referred to simply as human resources (HR). A company or organization's HR department is usually responsible for creating, putting into effect and overseeing policies governing workers and the relationship of the organization with its employees.



The role of HRM is to manage the people within a workplace to achieve the organization's mission and reinforce the culture. When done effectively, HR managers can help recruit new professionals that have skills necessary to further the company's goals as well as aid with the training and development of current employees to meet objectives.

A company is only as good as its employees, making HRM a crucial part of maintaining or improving the health of the business. Additionally, HR managers can monitor the state of the job market to help the organization stay competitive. This could include making sure compensation and benefits are fair, events are planned to keep employees from burning out and job roles are adapted based on the market.



WHY CORPORATIONS AND STARTUPS NEED TO WORK TOGETHER?



Startups and global corporations are the two opposite poles of economic activity.

Startups are associated with new technologies and innovations that build company structures around an idea. A young, innovative company whose functioning is usually based on new technologies that work in conditions of extreme uncertainty and whose purpose it is create a scalable business model.

Corporations are huge, experienced companies with an international reach. They generate very high profits, and employ a large team of specialists.

CREATING AN IMAGE OF A MODERN COMPANY

Organizations see what value comes from placing the brand as innovative. However, when it comes to cooperation with startups, this goal is declaratively not their main priority. It often turns out to be important for the organization itself. Sometimes enough that it is the main reason for starting building relationships with startups in general. Today, image-building activities become important for another reason. Who stopped cooperating with startups stopped counting, but it started what this cooperation brings real results. On the one hand, teams responsible for cooperation with startups must communicate their successes inside the organization, while on the other, organizations in their communication outside must reach for more details about cooperation and its exact examples.

COMPLETION OF THE COMPANY'S OFFER

Startups are willing to adapt their solution to the needs of a large business partner, which is why they are often a source of new technologies and solutions that are complementary to business run by company or company's offers.

MONITORING THE SITUATION ON THE MARKET

It can take various forms - narrowing down the customers, stagnation, financial failure or other. Searching for innovation gives you the opportunity to capture certain trends that appear in the area of technology. You can also say that it increases vigilance.

OPTIMIZATION OF INTERNAL PROCESSES

We are talking here not only about the internal processes of the organization, but also about the processes in which the company's clients participate. The challenge is that the change in existing processes disrupts the status quo, raises anxiety and can translate into resistance to its introduction. As creating disruptive innovation (i.e. one that completely changes the way the company operates, one that brings significant profits) inside a corporation is extremely difficult, among others because people from an organization often think of its limitations, then the well-established business starts to look for such solutions outside, and more precisely among start-ups.

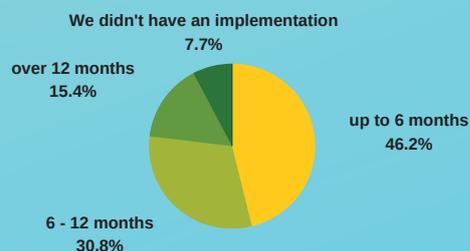
FASTER SOLUTIONS

It is known that start-ups are not perfect at the beginning of their development path. They are often not perfect after many years. However, they have such an advantage that their work is not inscribed in complicated procedures - so they work more efficiently. Thanks to this, they make things that would be handled inside the corporation for years to come up much faster - maybe they are not perfect, but they are complete. On the other hand, in the DNA of the large companies there is no big willingness to take risks. At least not at this stage of development. Reprocessing of some ideas with internal channels may take from half a year to even several years, and may still fail. This is enough time to kill the enthusiasm of even the greatest enthusiast. Work with a start-up helps to verify some concepts many times faster beyond procedures binding inside the large organization.

LEARNING

Testing ideas is not only a possibility of avoiding a slip-up, but it is also a chance to get to know the customers better and the needs that should be realistically fulfilled to meet business expectations. Cooperation with start-ups is a great contribution put into making a lot of fast and business-friendly business phrases, and to learn a lot about potential new development paths. Agility and new work methodologies are an added value.

How much time is needed to implement innovations from outside?



The benefits of cooperation



ACCESS TO INNOVATIVE IDEAS, TECHNOLOGIES, AND BUSINESS MODELS.

NEW SOURCES OF REVENUE AND COMPETITIVE ADVANTAGE.



REDUCTION OF FINANCIAL AND IMAGE RISK OF INNOVATIVE PROJECTS.

COMMITMENT TO A STARTUP ECOSYSTEM AND INTENSIVE COOPERATION INSTEAD OF COMPETITION.

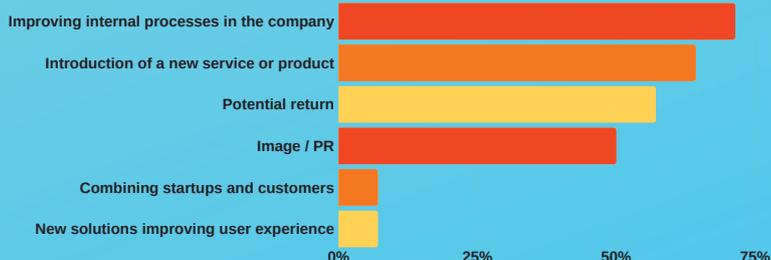


DIVERSIFICATION OF ACTIVITIES AND EXTENSION OF THE OFFER WITH NEW INNOVATIVE PRODUCTS AND SERVICES.

ACCESS TO TALENT AND KNOW-HOW AS WELL AS BUILDING A CULTURE OF INNOVATION WITHIN THE ORGANIZATION.



What makes your company work with startups?



To sum up, although startups and global corporations are opposite poles of economic activity, cooperation between them can bring mutual benefits. Startups associated with new technologies and innovation can derive from huge, experienced on the international market, corporations that generate very high profits. In turn, startups that operate in uncertainty and need a working business model can benefit from the experience of corporations and their specialists. Successful cooperation between corporations and startups does not have to end with one project. Long-term thinking will allow to fully use the potential of all employees, and cooperation in defining goals that will help formulate a common goal and achieve it with the involvement of both entities. Easy flow of knowledge and experience from teams cooperating within corporations and startups will allow an exchange of skills and learning.

How to turn into a powerful company from scratch?

The goal of our poster is to show the stages of start-up development from scratch to a powerful company. Moreover, we would like to show the features of an entrepreneur who wants to be successful, as well as the opportunities offered by running a startup.

Authors: Kamińska Edyta, Krupa Joanna, Karpierz Magdalena.

What are the advantages and disadvantages of startups?

ADVANTAGES

- agility
- efficiency
- personalization
- versatility
- flexibility
- having fun

DISADVANTAGES

- risk of failure
- low compensation
- stressed out
- poor market access
- team conflicts
- lack of processes

* Know yourself as an entrepreneur before you start

- * Original business idea
- * Strong and stable scratch
- * Capital base

Willingness striving for continuous development

Testing business premise in the real world

Appropriate microeconomic and macroeconomic conditions

- * Setting up the right legal structure for business
- * Understanding financial, accounting and tax obligations



Investor confidence

Proper management of the company

SET A GOAL
AIM HIGH
TAKE CARE
ACHIEVE SUCCESS!



What are the features of successful entrepreneur?

- creativity
- initiative
- self-discipline
- organizational skills
- leadership abilities
- decision making skills
- persistence in goal striving
- strong need to succeed

The develop of startup is everlasting process. Like all butterflies have "complete methamorphosis". To grow into an adult they go through stages: egg, larva, pupa and adult. Each stage has a different goal - for instance, caterpillars need to eat a lot, and adults need to reproduce. The startup journey isn't easy. The steps, however, if planned correctly can make this journey a lot easier and enjoyable.

Most students are afraid of working in corporation because of their imagination about this work place. This poster is a comparison myth and facts that are popular among young people these days.

Klaudia Niziołek, Patrycja Oleś, Martyna Pirga, Grupa WZ RCS2-1214

CORPORATION FACTS

FACTS

higher salary - in corporation you can earn more money than in private company

benefits - health insurance, paid vacation, fruits

deadlines - this is what corporations love the most

repetitive duties - some tasks are unchanged

a lot of procedures - every corporation has its own book with rules



flexible work time - opportunity to choose working hours. It is possible to start your work at different hours.

home office - opportunity to work at home

possibility of self-development - you have your own budget which you can spend for courses

prestige - it is great work experience especially for young people

corporate jargon - special words or expression used in some profession or groups, outsiders have problem with understanding it



VS MYTHS

work only for specialist - you don't need to have a large experience in your work area



business dress code is going to be forgotten



only for people with native level language - on junior positions in reality you need to only be able to communicate by writing



only for people with appropriate background - you don't need to have directional education if you know a language

only work - corporations organize also a lot of events for employees

MYTHS

As we can see there are a lot of facts and myths. They exist because of our way of thinking about corporation. For many people is a scary place, where people only fight among themselves about their positions. In our opinion for sure there is a lot of work with many benefits so young people should not be afraid and go to fight for their future.

The purpose of the poster is to show the way that the popular Airbnb start-up has become a big company

From small start-up to a global brand - - how Airbnb made it

500M guests have access

6M unique places to choose from

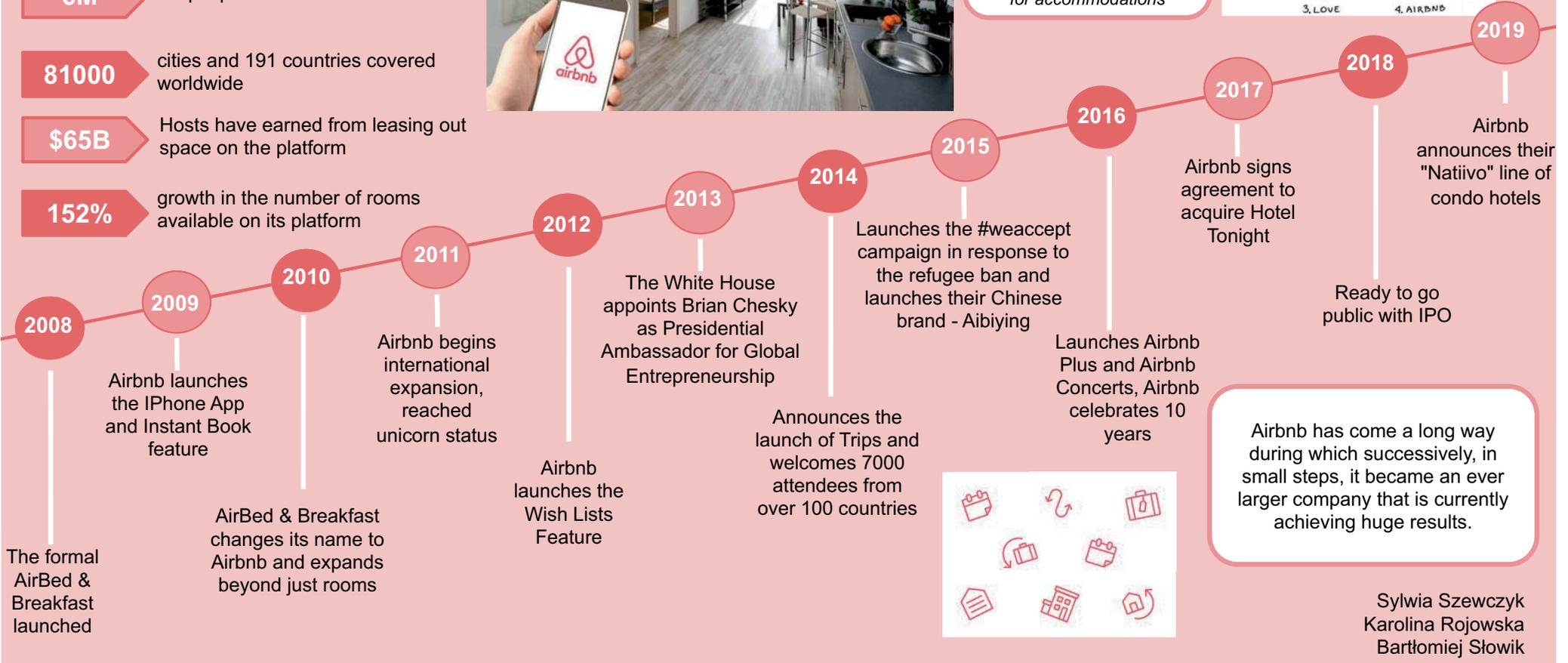
81000 cities and 191 countries covered worldwide

\$65B Hosts have earned from leasing out space on the platform

152% growth in the number of rooms available on its platform



Airbnb is an online listing service that connects people who want to rent out their homes with people who are looking for accommodations



Airbnb has come a long way during which successively, in small steps, it became an ever larger company that is currently achieving huge results.

Sylwia Szewczyk
Karolina Rojowska
Bartłomiej Słowik

Hyper Poland-to success at the speed of sound

Renata Ptaszek

The purpose of the poster is to present a start-up that has been successful thanks to the good idea and commitment of its founders.

Company and idea

It all began with Elon Musk announcing a competition for the design of a new mode of transport called hyperloop. Students from the Warsaw University of Technology decided to take part in it. They managed to reach the final of the competition twice and even tested the prototype of their machine at SpaceX. In part, based on a university team but supplemented with people with business experience, the company Hyper Poland was founded in 2017. Hyper Poland develops the next generation of High-Speed Railways (HSR), based on magnetic levitation, linear motor and autonomous control systems, which can be subsequently transformed into a vacuum version. The company's goal is a quick, phased implementation of hyperloop-inspired transportation technology within railways' systems using existing railway corridors and regulations. The implementation of the hyperloop concept is to take place in three stages: magrail, hyperrail and hyperloop.

Magrail

The magrail system is a unique magnetic rail technology operating on existing railway tracks at a speed of 300 km/h - 415 km/h. This hybrid solution allows both magnetic vehicles and conventional trains to operate on the same lines.



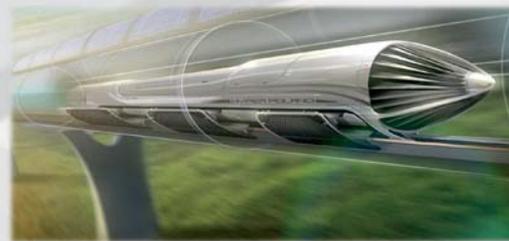
Hyperrail

The magrail system can be subsequently transformed into a vacuum version - hyperrail, allowing movement with max. speed of 600 km/h on regular lines and 1000 km/h on High-Speed Lines.

Hyperloop

The last stage is a vacuum railway (hyperloop), which will require a new, dedicated infrastructure and vehicles will move at speeds up to 1200 km/h. It is a combination of an airplane and a train.

The pod moves in a special tube, in which air pressure is as low as it is at an altitude of 10 km, which greatly reduces air resistance. It travels without contact with the tunnel using magnetic levitation and air bearings.



Prototype

On October 22, 2019, a demonstration of a magrail vehicle on the test track took place in Warsaw. The 48-meter track was made on a 1:5 scale, with key elements much closer to the target: a 1:1 linear motor and a 1:2 magnetic track. Completion of the construction of the first full-scale test track and vehicle is planned for mid-2021.



Equity crowdfunding as a funding source

Equity crowdfunding enables individual investors to invest in innovative projects. For fast-growing companies, it is an alternative way to raise capital from many investors. In this case, the project is financed by a large number of one-off payments made by persons interested in the project, who in return receive rights to the company's shares.

CROWDFUNDING

Advantages

- the possibility of implementing unique projects and product development,
- possibility to raise finance with no upfront fees,
- way to test the public's reaction to your idea,
- sharing your idea, you can often get feedback and expert guidance,
- pitching a project through the online platform can be a valuable form of marketing and result in media attention.

Disadvantages

- an idea published on the Internet can easily be copied by another entity,
- failure to obtain the amount initially assumed may result in the need to return the collected funds in accordance with the all or nothing principle,
- the need to meet the expectations of donors,
- running an action is often associated with the need to devote a large amount of time, because an improperly conducted initiative may end in failure.

Hyper Poland was the first Polish company to organize a crowdfunding campaign on a foreign platform - in this case on the British Seedrs website. During the campaign in the second quarter of 2019, the Polish company collected EUR 330.000 from 470 investors from 30 countries. In the second collection, which began in February this year, the company collected over EUR 530.000, which was 118% of the target.

As part of the second financing round, the company was valued at EUR 13.5 million, or approximately PLN 58 million. Even during the first collection, the valuation was at the level of EUR 7 million.

Conclusion

We can safely say about Hyper Poland that it is a start-up that has achieved success. This was accomplished by using the existing concept of a super fast means of transport - hyperloop in such a way that it will be possible to implement it in stages. Careful and detailed project development and commitment to its implementation drew the attention of investors providing funding necessary for the development of each start-up.

Raising funds for Startup

Every Startup needs money to fund its initial business. It is necessary to finance initial implementation activities, purchase of equipment, materials and payments for employees already employed. Most entrepreneurs think first of bank loans as the primary source of money, only to find out that banks are really the least likely benefactors for startups. The purpose of this poster is to present selected methods of financing Startups.

Self-funding

- Self-funding is an effective way to start up financing, especially when you are just starting your business. The great thing about using your own money to start up is you don't have to ask anyone for help and not starting out in debt.

Friends and family loans

- Family and friends will probably help you and lend you money. However, in order not to cause conflicts, you should ask these people for help when you have a ready-made business plan and financial forecasts for the future. In this way, your family and friends will believe in your possible success.

Crowdfunding

- Crowdfunding is the use of small amounts of capital from a large number of people to finance a new business venture. The most well-known crowdfunding websites for startups are Kickstarter, Seed&Spark and Crowdfunder. All these sites charge a fee of 5–7% of what you raise, but these fees are only deducted if you reach your funding target.

Business Angel

- Angel investors are individuals with surplus cash and a keen interest to invest in upcoming startups. They can also offer mentoring or advice alongside capital. Angel investors have helped to start up many prominent companies, including Google, Yahoo and Alibaba.

Grants

- A grant is an award, usually financial, given by one entity (typically a company, foundation, or government) to an individual or a company to facilitate a goal or incentivize performance. Grants are essentially gifts that do not have to be paid back, under most conditions. Grants tend to be very industry-specific.

Government programs

- Governments often offer the financial support for people who are eager to set up their own business. You just need to make yourself aware of the various Government initiatives. And if you comply with the eligibility criteria, Government grants as a funding option could be one of the best.

Microloans

- There are many private companies and non-profits that offer small loans, up to \$35,000, carrying interest rates between 8% and 13%, and term lengths not to exceed six years. Traditional funding with these desirable rates and terms are rarely, if ever, available to brand-new businesses.

Peer-to-peer lending.

- It is a loan not from a financial institution but from individuals who want to financially support an idea that they think can be successful. Often, the investor in this case is a successful entrepreneur who supports new ideas similar to his idea.

Vendor financing

- A supplier lends money to a customer and the customer buys products or services from this supplier. This method is usually aimed at extending the payment period for products, for example until the customer sells these products. Sometimes the supplier-lender takes up some of the shares of a company that borrows money.

Asset finance

- An asset-based loan works the same way as a mortgage. You borrow money against an existing possession, and, if you can't meet your obligations, the asset is repossessed. Assets which can be used as collateral include property, accounts receivable, inventory and equipment.

Invoice factoring

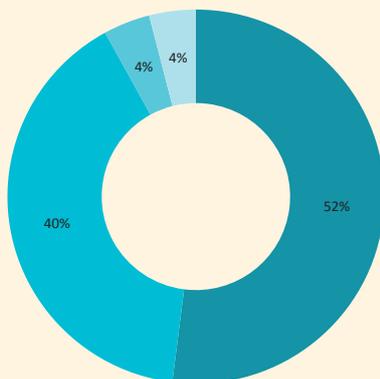
- Invoice financing is a way for businesses to borrow money against the amounts due from customers. Invoice financing helps businesses improve cash flow. Businesses pay a percentage of the invoice amount to the lender as a fee for borrowing the money.

Equipment financing.

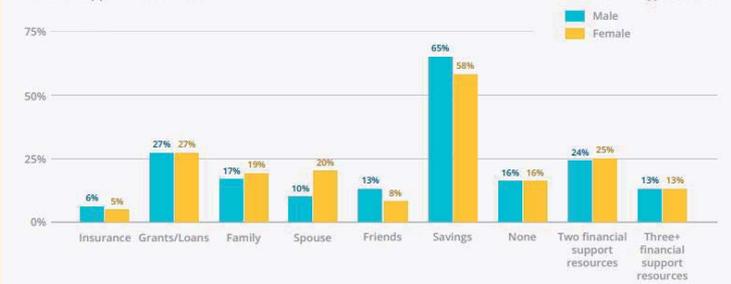
- Equipment financing. A lender lends money to a customer to purchase business-related equipment. This debt is repaid later in installments with interest. Lenders usually require a lien on the equipment. Pledged equipment makes it easier to get a loan even if you are in business for a short time.

Percentage share of capital in VC firms in Poland

■ Public capital ■ Private Polish capital ■ Private foreign capital ■ GPs investments



Financial Support Resources



There are many ways of financing that entrepreneurs can take into consideration during setting up their business. All of the mentioned ways require lots of consideration. The important thing is to go with a funding option with which you are comfortable and confident so that you can focus on turning your business idea into a success.

Elżbieta Skubisz, Aleksandra Skrzypek, Izabela Ptaszek
Faculty of Management, Cracow University of Economics

SHAPING THE ORGANIZATION OF TOMORROW ON THE EXAMPLE OF START-UP

What could possibly the organization of tomorrow be like? The aim of this poster is to analyze the topic and provide key elements of the future organization illustrated by a truly incredible start-up.

FUTURE ORGANIZATION

The organization of tomorrow is a term that can only be discussed and defined by today's standards. Those who try to capture the meaning of it, bring up the need to invest in **human capital, natural environment** and caring for the **society's well-being** as a foundation¹. Organization of tomorrow will have to not only satisfy its clients in terms of quality services and products offered, but also function as an **educational establishment** for adults². It should **discover talents, improve skills** of its employees, bring **professional fulfillment** and also care for its specific **culture and standards**³. It is believed that besides from new technologies and know-how, values of a company determine its identity.

ASSUMPTIONS⁴

- Transferring own value system
- Appropriate purpose employees qualifications
- Widening of knowledge
- Pushing the limits
- Activation in the sphere of social life
- Employee motivation and commitment
- Creating space for the change and learning

LEARNING IS THE FUTURE

The organization of tomorrow will, in some way, share the characteristics of a **learning organization**. Its features⁵:

- Creating and collecting knowledge
- Energy** and effort
- Space for **improvement** (conscious improvement)
- Employees' responsibility for their own, personal development
- Searching **new solutions** and learning how to find them
- Shaping the **environment**
- Permanent capacity building
- Innovations

INFORMATION CREATES SUCCESS

Knowledge will be the most important factor which can create competitive advantage⁶. The organization of tomorrow should be a **data-based** business. Of course, the key is how to competently use information. Thanks to that, the company can achieve goal (success). Having as much information as it is possible is not a good way. Selecting is the solution⁷.

DEVELOPMENT

It is undeniable that development is an inseparable element of every organization. What's more, it is one of the most effective ways to shape the company. Not only does it create the spheres of company's functioning, but also allows to compete effectively on the market. Thanks to that, it is possible to achieve new/better position⁸.

WHAT IS A START UP?

It is hard to say what exactly concept start-up means, however there are some specifications which characterized this topic. Originally start-ups are all **new entities**. They are coming into the market in hopes that their development will increase innovativeness and also step on economic development. Start-ups associate with conducting businesses in its initial phase and also with **implementing innovations**. These innovative entrepreneurs can be distinguished by their **unique abilities**¹⁰.

QUALITIES⁹

- Creating the value chain- **common good** of suppliers, customers
- Closeness to the client, listening to their needs, trust
- Flexible response to the changes
- Being capable of **constant changes**, searching **new advantages**
- Human capital as the most important asset
- Managers should coach others, not overuse power

IMPOSSIBLE FOODS AS AN ORGANIZATION OF TOMORROW¹²

- Innovativeness: selling unique products –meat from plants
- Competitive advantage because of innovative and ingenious technology
- R&D team helps with solving the pressing challenge of the 21st century – climate change
- Serving not only customers, but environment
- Conveying educational message
- Sense of responsibility is a business fundamental
- Cooperation: company, suppliers, customers
- Sustainable food system
- Values: zero waste, reducing carbon footprint/ water footprint, protection of natural environment, business responsibility

MEAT FROM PLANTS?

Exactly that! Impossible Foods uses technology extracting a special molecule present in animals and plants called heme that actually causes meat to taste a certain way¹³. Learn more at impossiblefoods.com

The changing world does not let organizations rest so they must come to terms with the inevitable need for change. Based on the analysis, future organizations would need to invest more in human capital, take serious measures to reduce the negative impact on the environment as well as constantly search new ways to improve in other areas such as technology. But who could know for sure, what the future holds?

Sources:

- 1,4,5,6 – Kaczmarek B, *Organizacja ucząca się jako nowa wartość firmy*, Zeszyty Naukowe Uniwersytetu Szczecińskiego, Finanse, rynki finansowe, ubezpieczenia nr 56, 2012
 2 - Drabik A., Hlebik P.I., Sandomierski P., *Organizacja przyszłości – ludzie i wiedza*, 2000 w Przerazony kameleon – eseje o przyszłości zarządzania pod redakcją P.Płoszajskiego, Fundacja Rozwoju Edukacji Menedżerskiej SGH, Warszawa 2005
 3 - Gorzeń D., *Rozwój organizacji w przyszłości. Wybrane zagadnienia*, 1999, Przerazony kameleon – eseje o przyszłości zarządzania pod redakcją P.Płoszajskiego, Fundacja Rozwoju Edukacji Menedżerskiej SGH, Warszawa 2005

Authors of the poster: **Aleksandra Podlińska** and **Weronika Plewniak**

- 7 - Mark van Rijmenam, *The Organisation of Tomorrow: How AI, Blockchain, and Analytics Turn Your Business into a Data Organisation*, Routledge, 2019
 8 - Gajda W., *Metoda rozwoju i narzędzia kształtowania współczesnej organizacji*, Zeszyty Naukowe Wyższej Szkoły Humanitas. Zarządzanie, Oficyna Wydawnicza "Humanitas", nr.1, Sosnowiec 2014
 9 - Droń K., Jacaszek A., Kolarz S., Nowakowski K., *Organizacja jutra*, Przerazony kameleon. Eseje o przyszłości zarządzania pod redakcją Piotra Płoszajskiego, Fundacja Rozwoju Edukacji Menedżerskiej SGH, Warszawa 2005
 10 – Skala A., *Start upy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości*, Edu-libri, Kraków- Legionowo 2018
 11 12 13 – impossiblefoods.com



From startup to empire

The topic of our poster concerned about entrepreneurship issue. Our purpose is to introduce the problem of development among organizations. We also show some examples that building the empire begins from startups. From rags to riches is the best way to define the hard work of those companies.

Introduction

The key point of setting new startup is a brilliant idea, when entrepreneur has it, he or she can go for the main aim of every business which is development the idea and constant growth of a business. In long-term perspectives entrepreneurs try also to conquering new markets and broaden customer base by using management tools. As a result they become greater and they can share their innovative solutions. However to follow the aims above, the owner has to make the first step and implement the unique idea into practice and establish a new business. The best way that encourages such a would-be entrepreneur to take a risk is another business's success. As a example could be emphasize Google that was set up in garage and now is well-known company. Also Polish company Fibar Group which now provides its services in over a 100 countries around the world. The owner has showed that from rags to riches could be putting into practice. Originally he wanted to make his home smart but after that he created his own idea of smart house solution which achieved great success on the market.

Factors of startups' success or failure

Financial - undercapitalization at first stage of establishing a business could makes it fail. Also lack of financial records could affect on mismanagement problems which is a waste. As a result the financial situation is not under control.

Experience issue - entrepreneurs with business experience are more effective and acting more reasonable that is why they have higher chance for success. What is more leadership is more than only a vision. The leader sets the example for the rest of the organisation with appropriate attitude, ethic of work, and determination.

Planning - this factor is one of the most important, managers or owners without having a plan or strategy for its business doesn't make it growth. All people committed to running the startup need to have in mind the core goals and being dedicated toward the achieving it. What is important the critical path of thrive must be updated during the business's progress.

Professional advice - it is significant not only for owners who have no experience of management or economical area but also for those who need IT advice or any other mentorship issue important for building an empire.

Product/service timing- in achieving success it is important to monitors the product/service situation. Every product or services has its stage of development. Managers have to seeking for growth it and selecting those product or services which are at this stage. It assures the demand increase and makes business profitable.

Crew - With regard to achieving the setted goals, entrepreneur needs to surround yourself with people who understand the business's vision and fit into its culture. The internal users need to be dedicated and highly motivated.

Protection of unique idea - It is not possible not to talking about ideas, particularly if you hope to fundraising and developing your startup. At first step of building the business, before you will discuss an ideas in public, it is worth to make an non-disclosure agreement that will protect entrepreneur's intellectual property that is the most valuable assets of every business entity.

Successful Startups



VALUATION \$29,3 B
E-COMMERCE

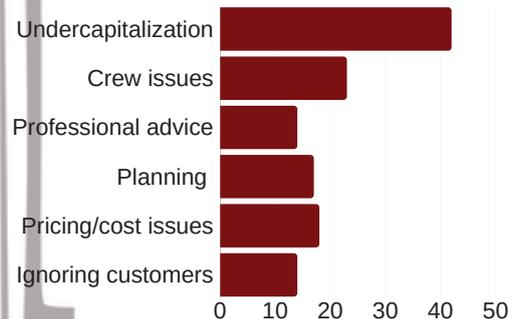
VALUATION \$12,3 B
SOCIAL



Uber

VALUATION \$72 B
TRANSPORTATION

Selected failure factors



Conclusions

The business field is very demanding what shows the establish new entity process. Global brands such as Airbnb, Google or Uber shows that unique idea, determination and following advice is a recipe for success. Such factors mentioned above are based on success and failure of many enterprises that is why important to draw their experience to became success.

Human capital as a basis for building a competitive advantage

Gaining a competitive advantage in today's economic reality is an extremely difficult task, because the determinant of competitiveness is not only the products and services offered by companies, but above all unique and specific knowledge. The importance of human capital is increasingly appreciated both in theory and in practice. Nowadays, it is more and more often emphasized that the true value of a company's intangible assets is the knowledge and skills of its employees, customer satisfaction and product innovation.

Human
Capital

what is
that?

Human capital represents the human factor in the organization; the combined intelligence, skills and expertise that gives the organization its distinctive character. The human elements of the organization are those that are capable of learning, changing, innovating and providing the creative thrust which if properly motivated can ensure the long-term survival of the organization.

Human capital consists of :

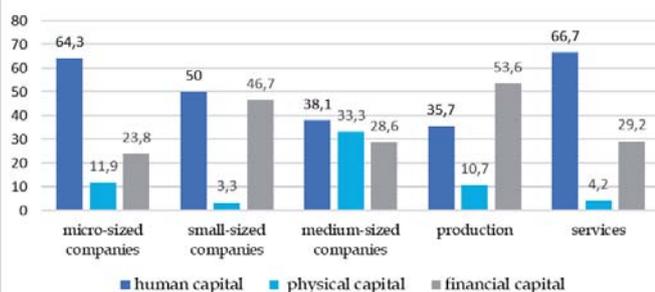


The advantages of investing in human capital



Building a
competitive
advantage

Factors that will affect the future development of the company



Source: K. Cyran, *Znaczenie kapitału ludzkiego w rozwoju przedsiębiorstw sektora MŚP*, „Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach”, 2017, nr 343

Human capital internal reporting

Analysing and reporting human capital data to top management and line managers will lead to better informed decision making about what kind of actions or practices will improve business results, increased ability to recognize problems and take rapid action to deal with them, and the scope to demonstrate the effectiveness of HR solutions.

It is not enough simply to give managers and other stakeholders information on human capital. It must be accompanied by effective analysis and explanation if they are going to understand and act upon it in the interests of maximizing organizational performance.

In the recent years, terms like knowledge society, intelligent, learning or knowledge based organizations are used more often. Related to these concepts, many studies underline the fact that organizations should act intelligently by learning and using their knowledge or by being just knowledgebased organizations. More than 48 per cent of entrepreneurs believe that improving employees qualifications makes a company innovative. It is the employees focused on development that are the source of innovative solutions and creative ideas that distinguish the company from the competition.

Implement your own business idea in practice

There are no restrictions on who can turn into an incredible business visionary. You don't really require an advanced education, a cluster of cash in the bank or even business experience to begin something that could turn into the following real achievement. Nonetheless, what you do require is a solid arrangement and the drive to see it through.

There is a ton to consider and plan before you dispatch and it is vital to set yourself up for business. On the off chance that you believe you are prepared to begin your first business, here is a well ordered review of what you have to do to get it going.

10 steps to turn an idea into a business

→ **Come up with an idea.** Choose an idea that suits your passions, goals, strengths, resources and risk tolerance. However, that your initial idea is just a hypothesis.

→ **Think through all angles.** Assess the opportunity as an investor would do it in an objective, accurate and analytical way. Who are the customers and what do they need? How big is the chance? Is the withdrawal worth the risk? What is the business model? A rough business plan is a great way to make sure you cover all of your bases.

→ **Get feedback.** Find people who know the market, business model, competitors and predecessors - the people who were there have done it and can help you understand what works and what does not in the real world. Also, talk to customers - people from the main target market - and find out what they think about your hypothesis.

→ **Respond to feedback.** Make the necessary changes to your business plan, product and marketing strategy. Run a few numbers to find out how much capital you need to reach key milestones. Develop an implementation plan with the most important goals over the next few months and specify who you need in the team to implement this plan.

→ **Build a basic product.** When you imagine a product or service that you ultimately want to offer, it probably has a neat appearance and a full set of features. Keep this final vision of the rear burner for now. Build this basic product as quickly and inexpensively as possible.

→ **Open shop.** The temptation is to wait until your product is "perfect" to start selling it. Instead, realize that "perfect is a good enough enemy." Create a basic product and quickly introduce it to the market.

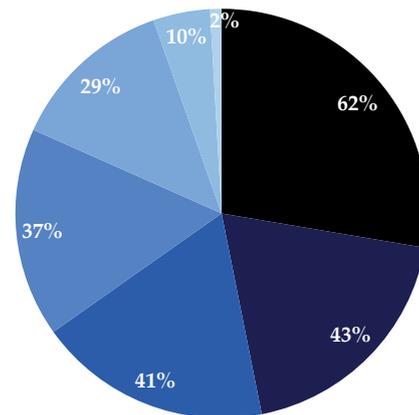
→ **Test what you've created.** Thanks to products on the market, you can learn how to tailor your offer to customer needs. To do this, test items such as prices, brand, features and customer experience. Measure the results and draw conclusions.

→ **Make adjustments.** When you find out which aspects of the product and marketing you have made a mistake, of course you want to fix them. But I hope that some things will also improve and you will want to leave them untouched.

→ **Get ready to grow.** Check your business plan again and update your product, team, marketing, implementation and finance strategies. Gather the resources that you need to develop. If you are going to raise capital, this is a good time.

→ **Stomp on the start-up accelerator.** Thanks to the market-proven plan and resources, it's time to grow. Make sure your team knows and believes where you are going. Make sure everyone understands what they expect and what they need.

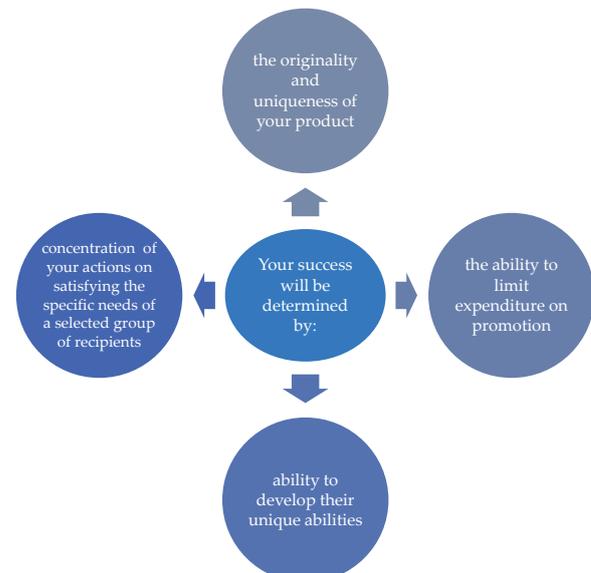
Benefits of running your own business



- You are the boss for yourself
- Higher earnings
- The ability to do what you like
- Self-fulfillment
- Possibility to deduct costs
- More time for the family
- Other

The answers do not add up to 100%, as the respondent could choose up to 5 answers.

Source: ARC Rynek i Opinia na zlecenie InFakt, 2018



The risk of changing your life completely in favor of trying something we've always wanted to do and making it your job is undoubtedly worth crossing your own limits. The more that it can provide security for the rest of life at the price of temporary (sometimes shorter, sometimes longer) turbulence. Once you get started, never rest on your laurels. Live change, enjoy it, experiment. Improve yourself, your idea, your business. Your enterprise should develop throughout its duration - just like you want to develop throughout your life. Remember this and everything will go according to plan - you will become your own hero.

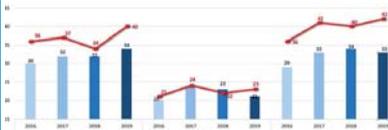
Use of controlling techniques in verifying contractors' credibility

Introduction

Credibility of contractors is of crucial importance for the processes of business management. It is not only a problem of management board of huge corporations, but also small business entities. Financially unstable contractors are a tremendous problem for entrepreneurs - in addition to the lack of payment for goods or services, the entrepreneur loses because of inevitability to pay taxes for these products. That is why it is worth spending time assessing credibility of the contractor before establishing cooperation. Counterparty verification is not only recommended before entering into the first business transaction, but should also be a continuous process. This will protect the company from dishonest contractors and minimize the risk of losing receivables.

Payment gridlocks

Maintaining the appropriate level of financial liquidity is a key problem faced by today's enterprises. A liquidity crisis is a financial situation characterized by a lack of cash or easily-convertible-to-cash assets on hand across many businesses what is identify as a case of insolvency. Such situations could generate late payments or even payment gridlocks which not only lead to bankruptcy of the company itself, but also the impact on financial problems of other entities.

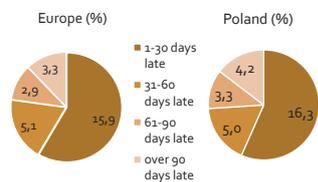


Payment terms in different types of businesses during past 4 years. Blue bars stand for payment terms allowed (in days). Red lines stand for time actually taken by customers (in days).

Source: Based on: „European Payment Report 2019”, Intrum, p. 6/7, 2020

The European average payment time continues to increase, particularly in B2B (an increase from 34 days in 2018 to 40 days in 2019). Despite of extending payment period, the trend of late payments continues also in public sector where the average time to pay liabilities in the last four years was 23% longer than allowed.

Based on the data from the report six out of ten companies have been asked to accept longer payment terms than they feel comfortable with and 58 % have accepted longer payment terms. According to data collected in the Payment Practices Barometer - September 2019, over 80% of East European companies reported this problem.



Percentage of past due B2B receivables by age of account.

Source: Based on: „Eastern Europe: trade credit risk speed to rise, as economic growth loses steam”, Atradius: Payment Practices Barometer, 2019

Influence of contractors

By the European Central Bank definition of 20 September 2011, contractors are defined as natural or legal persons party to a transaction. From the enterprises' perspective, the counterparties will be both suppliers and customers, i.e. key entities belonging to the so-called enterprise micro-environment. The literature of the subject characterizes entities belonging to the micro-environment as those which determine the conditions for functioning of enterprises and development in a particular sector or area of a market. Cooperation with an unreliable contractor has a significant impact on the company condition, ranging from breach of contracts, financial problems, to insolvency leading the company for even bankruptcy.

Deferred payment

Verification of contractors is crucial, in particular when deferred payment (trade credit) is used. This method is commonly used by B2B and B2C systems. On the one hand, it allows to increase sales, strengthen the loyalty of parties through a policy of price discounts and gives contractors more time to collect funds to repay liabilities. On the other hand, may result late payments or even payments gridlocks.



Main causes of late payment in Europe.

Source: Based on: „European Payment Report 2019”, Intrum, p. 9, 2020

Sources of information about business partners

A very effective way to check a contractor is business intelligence. Companies check the potential business partner in official registers which are free and publicly available.

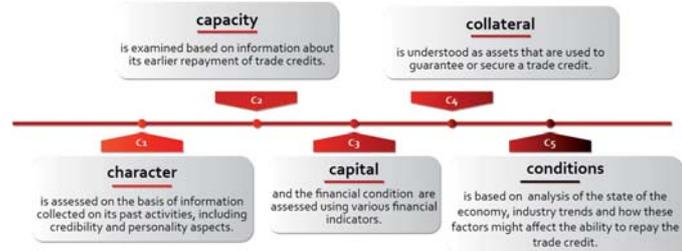
The National Court Register (*Krajowy Rejestr Sądowy*) provides information on the legal status of a registered entity and the material elements of its financial condition. The Central Registration and Information on Businesses (*Centralna Ewidencja i Informacja o Działalności Gospodarczej*) contains information about entrepreneurs conducting business activity in Poland. At the white list companies check the status of the contractor relevant for liability for VAT obligations. Thanks to financial statements contractor can be assessed in financial terms.

There are also paid methods, primarily searching for information in debtors' registers kept, e.g. by Business Information Office (*Biuro Informacji Gospodarczej*).



Internal and external sources of information about the enterprise

Data obtained from these sources are the basis for in-depth contractor analyzes, but are also used to contractor' verification with the 5C method. It is an expert method based on the knowledge of credit inspectors (analysts), based on decision criteria. It belongs to the group of quantitative and qualitative methods, because analyzing hard financial indicators is supplemented with expert judgment. The graph below shows 5C method elements.



Source: Based on: Michalski G., „Płynność finansowa w małych i średnich przedsiębiorstwach”, p. 166, PHN, 2013

Tools of assessing credibility

- Robotic Process Automation (RPA)** is class of software based on metaphorical software robots (bots) or artificial intelligence (AI)/digital workers. In case of contractor verification RPA robots could be used to:
 - searching databases to obtain information about contractors,
 - downloading and saving data from an enterprise class system e.g. SAP,
 - generating reports based on collected data.
- Machine learning** uses computer algorithms that improve automatically through experience. It is seen as a subset of artificial intelligence and could be used to:
 - updating databases,
 - preparing analysis,
 - running reports.
- Business intelligence (BI)** comprises technologies and software. BI is used by enterprises for:
 - processing collected data,
 - create visual panels with key information about contractors.

Summary

Huge risk while running a business is undoubtedly the loss of receivables due to insolvency or dishonesty of the contractor. Deferred payments used in companies have many benefits, however, they can cause payment gridlocks when the contractor is not able to regulate payments. To avoid cooperation with an insolvent contractor, specialist perform the credibility check. Entrepreneurs have many resources at their disposal to verify credibility of the contractor. Thanks to described methods of searching for information about contractors, analysts can check legal status, debts, financial condition or the condition of the company. In addition to analysts, modern technologies are also helpful in checking the contractor. Thanks to the automation and robotization of processes, companies can find information about contractors much more efficiently. These improvements give the opportunity to verify partners more often, and thus better protection against loss of money. In conclusion checking of business partners should be carried out regularly. There are many methods and tools helpful in this activity, which means that with little effort we can protect the company against loss of receivables.

Driving a stable startup in an unstable economic situation

Magdalena Wójcik, Sylwia Wójcik

Rachunkowość i controlling, Uniwersytet Ekonomiczny w Krakowie

ABSTRACT

The following research deals with issues related to the still current topic, which is the spread of coronavirus in the world and the impact of this factor on the working of startups.

INTRODUCTION

We live in a times of constantly changing forecasts and models of accident development. When it comes to predicting next economic conditions it is really hard to find an accurate and detailed analysis. Sometimes, despite wide knowledge in a given field, one cannot be entirely sure whether the product we offer to the market will be well received and meet with high demand. Sometimes one seemingly insignificant factor that can completely reverse the economic situation is enough.

In this case, the factor, which was initially thought to limit its negative impact to only one area, quickly turned into a pandemic, which began to pose a real threat to the global economy.

To slow down the spread of the virus, many countries have decided to implement stringent regulations that would slow down the pandemic. The consequence of these actions was the closing of many service and catering outlets, cinemas, theaters and even parks until further notice. As a result, it has contributed to the economic recession and crisis in almost all sectors.

The coronavirus epidemic knocked out the market for young, innovative companies and their funds. But can the crisis also be a chance for success?

ANALYSIS AND CONCLUSIONS

The Money Tree report for Q1 2020 prepared by PwC and CB Insights indicates the latest trends in financing Venture Capital around the world.



Source: PwC CB Insights MoneyTree™ Report Q1 2020

However, the largest decrease was recorded in Asia and Europe. In Europe, the decline in VC transactions has fallen by 14% percent, but the impact of the outbreak has hit the startup companies in Asia the most. There was a 28% decrease in the number of transactions there, which means a return to the level before 2017.

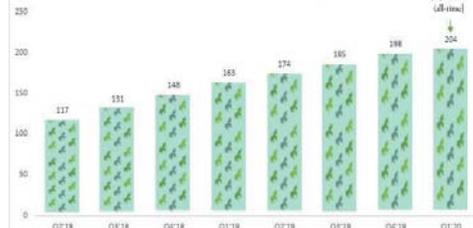
Deals decline across North America, Asia, Europe
Global deals activity: North America, Asia, Europe



Source: PwC CB Insights MoneyTree™ Report Q1 2020

Interestingly, according to the same report, the increase in the number of Unicorns (which are privately held startups company valued at over \$ 1 billion) in the United States reached their new record in the same quarter.

Nonetheless the total US unicorn population hits new high
Unicorns - New US VC-backed unicorns by quarter



Source: PwC CB Insights MoneyTree™ Report Q1 2020

Can a crisis for such companies also mean a chance for success?

As the history of 2008 shows, this is very likely. Even though the financial crisis has affected many enterprises in each sector, it turns out that at the same time startups were created, whose value today exceeds hundreds of billions of dollars. An example is Instagram, whose value in 2018 according to Bloomberg data exceeded \$ 100 billion. Among them are also all well-known Uber, Dropbox, Groupon, Whatsapp or even Pinterest. So history shows that great crises can also have positive effects. The outbreak of a pandemic creates an opportunity for the development of enterprises that will quickly diagnose and respond to the needs of the shaky market.

In fact, companies that seem to be doing well in the new situation have already started to appear on the surface. The report published at the end of March 2020 by FitchBook presents the 25 best-funded startups in the first quarter of 2020

Source: Fitchbook - As of March 31 2020

STARTUP	TRADE SIZE (millions, USD)	MARKET SEGMENT	DATE	HQ LOCATION
Gojek	\$3000	Ridesharing, food delivery	March 17	Jakarta
Kuashou	\$3000	Social media	Feb. 11	Beijing
Wayam	\$2700	Automotive care	March 2	Mountain View, Calif
Generac Capital	\$1000	Infrastructure	Jun 14	San Francisco
Yuanfudao	\$1000	Education	March 31	Beijing
Grab	\$886	Ridesharing, food & payments	Feb. 25	Singapore
Quibi	\$750	Media	March 3	Los Angeles
Just	\$700	E-cigarettes	Feb. 6	San Francisco
China	\$700	Finance	March 8	San Francisco
Joby Aviation	\$500	Electric taxis	Jan. 15	Santa Cruz, Calif
Revolvt	\$500	Cloud-based payments	Feb. 5	London
Zillow	\$500	Apartment rental	March 4	Beijing
Responsible Funds	\$500	Plant based meat	March 13	Richmond City, Calif
1up	\$493	Health	March 12	San Francisco
Swireflake	\$478	Data storage	Feb. 7	San Mateo, Calif
Opay	\$462	Automotive care	Feb. 29	Fremont, Calif
Byju's	\$400	Online education	Jan. 9	Bangalore
Form PMS	\$400	Insurance software	Feb. 14	Boston
Viagrop	\$400	Ticket marketplace	Feb. 13	Dover, Del.
Scopely	\$400	Gaming	March 19	Colton City, Calif
Via	\$400	Ridesharing	March 30	New York
Netskope	\$340	Cybersecurity	Feb. 6	Santa Clara
Spacex	\$314	Space technology	Jan. 3	Hawthorne, Calif
Moncler amp	\$300	Big data	March 27	Beijing
Bakkt	\$300	Cryptocurrency	March 13	Atlanta

Gojek is the company that ranks first. An Indian startup has managed to raise over \$ 3 billion this quarter and thus has become a leader among ridesharing and food delivery, which is not surprising, given that nowadays, in most countries, food services operate under the condition that food can be order only for takeout.

Among the companies that have benefited from the crisis are those in the online learning segment. Thanks to the closure of schools and forced remote learning, the Chinese startup Yuanfudao and the Indian Byju's were successfully broken out.

For those who spend quarantine browsing online resources of rentals offering access to movies and TV series such as Netflix, HBO Go or Hulu, it will not come as a surprise that startups from this segment appeared on the list. Although Quibi is an application that offers short movies adapted to fast consumption, nevertheless many smartphone users will confirm that they have often managed to spend more time watching the same looping videos lasting several minutes than the Netflix series.

The development of the epidemic is also conducive to the development of medicine, biotechnology and related companies. Among them, the Polish startup Immersion, despite not being on the list is also worth mentioning. According to firma.tp.pl, the company has recently received an order from the US government to create a platform that will allow training of medical personnel in the USA.

1. CB Insights, 2020. *How Covid-19 Is Impacting Startup Investing By Pension Funds, Hedge Funds, Wealth Funds, & Asset Manager.* <https://www.cbinsights.com/research/wealth-funds-startup-investing/>
2. CB Insights, 2020. *Venture Capital Funding Report Q1 2020* <https://www.cbinsights.com/research/venture-capital-q1-2020/>
3. Jedrejowski, J., 2020. *Aplikacja z Polski weszła USA w walce z koronawirusem.* <https://firmi.pl/pl/biznes/innowacje/584-aplikacja-z-polski-weszla-usa-w-walce-z-koronawirusem>
4. Lis, M., 2020. *Kryzys okazją do rozwoju. Są firmy, które w czasie pandemii zyskują.* <https://businessinsider.com.pl/firmy/strategie/kryzys-okazja-dc-rozwoju-sa-firmy-ktore-zarabiaja/1154pc/>
5. McCormick, E., 2018. *Instagram Is Estimated to Be Worth More than \$100 Billion.* <https://www.bloomberg.com/news/articles/2018-06-25/instagram-is-estimated-to-be-worth-100-billion>
6. Rosenblatt, 2020. *Webinar Replay: COVID-19's Implications for the Private FinTech Market.* <https://www.tibb.com/fin-tech-insights/webinar-replay-covid-19s-implications-for-the-private-fintech-market>
7. Thoma, J., 2020. *Best-funded startups in Q1 are boosted and battered by the coronavirus.* <https://pitchbook.com/news/articles/best-funded-startups-in-q1-are-boosted-and-battered-by-the-coronavirus>

Scale up as an opportunity for startups



Wojnar Katarzyna, Patrycja Wójcik

Introduction

Scale up is a special program created by the government. Its purpose is to support startups by facilitating their cooperation with large corporations. This action helps in the development and financing of new companies, and at the same time allows the implementation and design of innovative solutions in corporations. The duration of the above-presented project is about six months.

Here are some of the most known corporations that have participated in previous editions:

- Tauron Polska Energia S.A.
- Grupa Azoty Energia S.A.
- ES – System S.A.
- Astor
- Grupa Maspex Sp. z o. o. Sp. k.
- Bank Spółdzielczy w Toruniu
- Polimer Sp. z o. o.

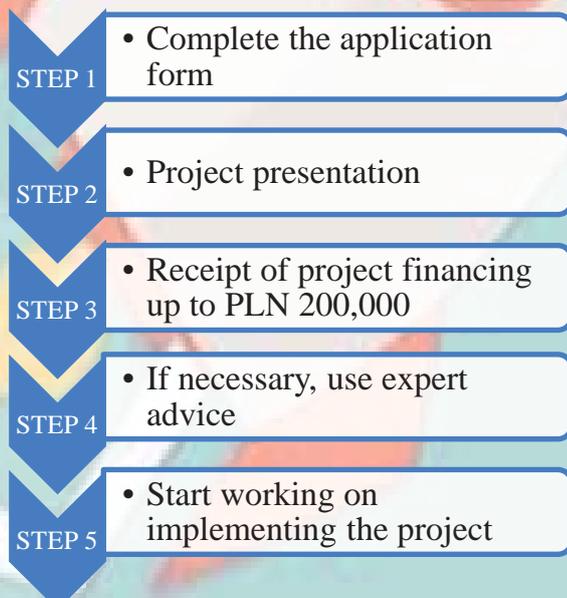
This program does not require startups to have their own contribution, and even, mostly, offers financial support in the amount of PLN 200,000.

The main industries that can participate in the Scale Up program are:



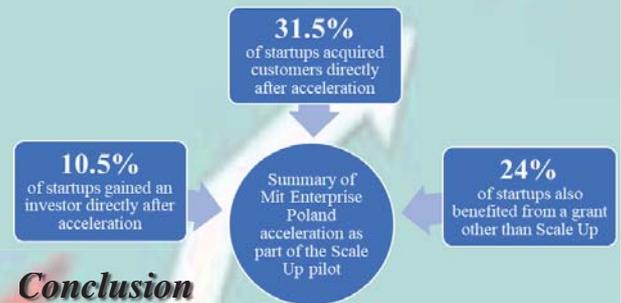
Process stages

To apply to the program, each of the interested startups should:



Results of previous editions

	No. applications	No. interviews	No. accepted
I Edition	329	61	23
II Edition	278	62	23
TOTAL	607	123	46



Conclusion

To sum up, the Scale Up program significantly facilitates the development and maintenance of startups on the market. The requirements necessary for the application are not excessive, it is enough to be a young, innovative company operating in the indicated industries. Profits that can be achieved through participation in the program are not only financial support, but also knowledge, experience, business contacts, as well as access to the technological resources of large enterprises. The results of previous editions show that the number of startups registered to participate in the program is high, but only 61/62 enterprises go to the second stage, and 23 units are finally selected to take part in the Scale Up program. Statistics show that this program has helped 10.5% startups to attract investors immediately after implementation, so they have an almost immediate guarantee for financial support also after the program. 31.5% of startups acquire customers immediately after implementation, so they do not have to worry about the nearest future of the company, because the number of clients will increase, which gives more and more opportunities for development and staying on the market. 24% of companies participating in the program also obtained additional funds for their activities, thanks to which they could afford to buy the latest equipment and develop the unit.

Bibliography:

- <https://www.parp.gov.pl/component/site/site/connect-scale-up> access from 14.03.20
- <https://mitefcee.org/> access from 14.03.20
- <https://www.startup.pfr.pl/pl/program/scale-kpt-scale/> access from 14.03.20
- <http://scaleup.kpt.krakow.pl/> access from 14.03.20
- <https://scaleup.polskaprzedsiebiorcza.pl/> access from 14.03.20
- <https://mamstartup.pl/tag/scale-up> access from 14.03.20
- <https://businessinsider.com.pl/firmy/zarzadzanie/scale-up-wyniki-akceleracji-dla-startupow-wsrod-korporacji/g1n9req> access from 14.03.20

FROM FUN TO SUCCESS - the forming of enterprising behavior among youth

Joanna Spyrka, Klaudia Stach, Dominika Świerczek

Internships with the Lion from ING

Internships with the Lion is the program intended for students, which are a full of passion and which can efficiently operate new technology. This is created especially for young, apt people, wanting take an initiative, act effectively and help the others people to achieve success. Experts will convey theory, which is essential, but what is more important they uncover before the students the secrets about professional practice.

Job Fairs

The Job Fairs are mainly intended for students and graduates of universities. This is a form of meeting employers with potential job candidates. Jobseekers can compare offers available on the market, and employers can meet candidates in informal conditions. They support application documents and suggest what behaviors to avoid during interviews and which rules to follow.

Entrepreneurship Day

An annual program organised by Young Entrepreneurship Foundation is destined by schools and entrepreneurs. The program give an possibility to hold a one day visit in chosen by students company. That visit, allow get familiar with the business organisation and management. Entrepreneurship Day conduct to make an accurate decisions in planning further education and career path.

The Teens's Mini-Enterprise

The Teens's Mini-Enterprise is the program of managing the company, which is realised on the based computer simulation of economy processes, by using JA TITAN software. The program is destined to students high schools. Thanks to this game, the have possibility to make sure about necessity poses theory knowledge in relevantly make a business decisions, which lead the team to victoria in this feigned competition.

The School Stock Market Game

The School Stock Market Game is a contest. The main aim is economic education in the field of capital market and stock market mechanisms. This game is the basis of investing, tracking stock quotes, making investment decisions and making transactions. This is a preparation for investing real money in the future.

The Simulation Company

The Simulation Company is an innovative tool that reflects the functioning of a virtual company while maintaining the real conditions of the business entity. The game contributes to the development of key competences in four areas: entrepreneurship, communication in English (the game also has an English version), mathematical and IT competences.

Maspex Summer Internship Program

Summer Internship Program in the Maspex Company assumes that the students during practice learn as much as possible about work in the FMCG industry. These take place in diverse departments of company and give the opportunities to stay longer in the Maspex Company. The company offers also trainings and language courses during the practice.

The Academy of Managerial Education - educational cafeteria for high school students

This is an e-learning project organized by the National Bank of Poland in cooperation with the Warsaw School of Economics. During the event, students have the opportunity to participate in many educational events conducted in the form of online, such as e-learning lectures, discussion forums, competitions, as well as online business consulting. Participants earn points for participating in the program, and those who show the greatest activity and commitment - win prizes.

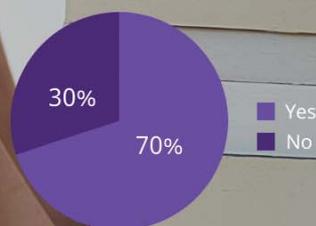
The forming of entrepreneurial attitudes has been taking place from an early age. There are many tools that support entrepreneurial thinking, starting from platforms which learn youth to invest in shares listed on the Warsaw Stock Exchange. Moreover, many institutions like ING Bank offers development programs, for instance internships. Those actions are also aimed at strengthening self-confidence and own abilities, as well as supporting personal development. These conclusions were based on a survey conducted among Polish youth, and their detailed results were described in the text below.

The purpose of this poster is to present educational and development projects operating over the years in Poland and their impact on developing entrepreneurial attitudes among young people.

We asked high school and college students whether they would like to open their own business in the future. The purpose of this study was to see how the projects described next to it affect the desire to take such an initiative.

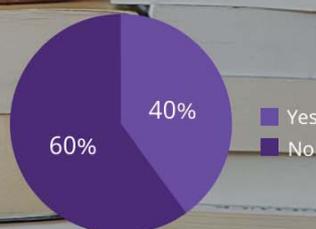
The analysis was conducted among people who took part in these projects and who did not have contact with them. 70% of those who take participation in some of these projects would like to start their own business in the future what is displayed on the chart below.

Do you want to start your own business in the future?



In turn, people who did not participate in them are interested only in 40% what is presented on the chart.

Do you want to start your own business in the future?



This shows that educational projects have a positive impact on entrepreneurial attitudes among young people. These people have many ideas and can create interesting workplaces in the future. It also helps them to strengthening self-confidence and growing their own abilities. What is more, thanks to this, young people improve the country's economic development. The charts also shows that it is worth creating new projects in schools and at universities and encouraging teenagers to participate in it. The future depends on young people so it is necessary to help them develop.

To sum up, the described projects have a significant impact on the development of entrepreneurial behavior. This means that such attitudes can develop in us at an early stage of education. Such actions are not only learning, but also great fun. So, enjoy it!

THE MAIN CHALLENGES AND BENEFITS RESULTING FROM CONVERTING START-UP INTO A CORPORATION.

During moving from Start-up to Corporation, companies are facing many difficulties.
Despite this, growth is the main goal of start-up. Without the convert, enterprise remains as a small business.

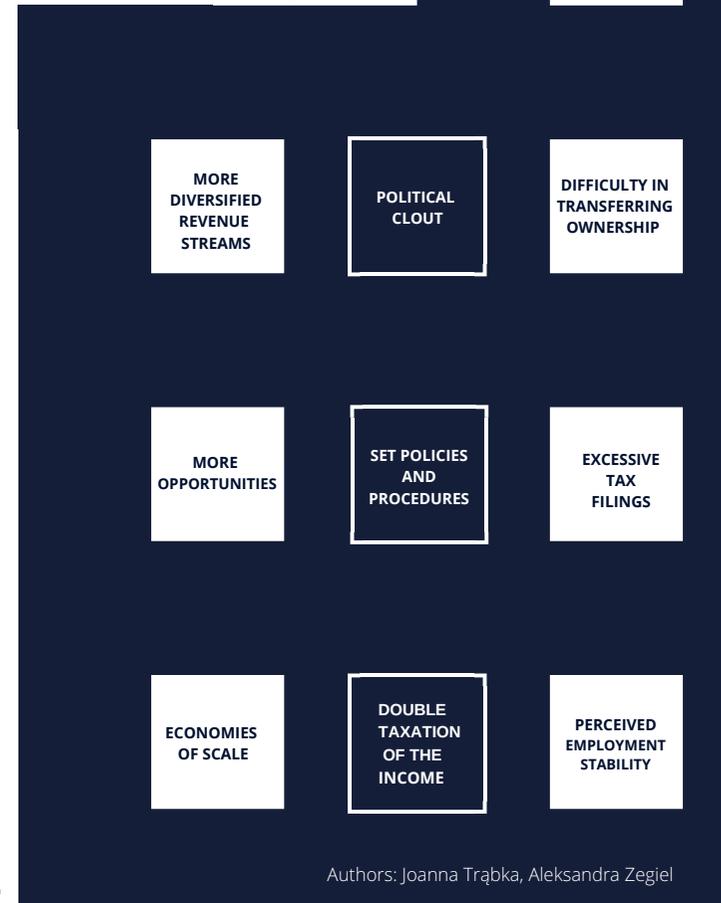


PRIORITIES OVER TIME:
 CUSTOMERS TURNOVER
 FINANCIAL LIQUIDITY, COMPETITION
 REFINING PROCESSES, STABILIZATION



IN DEVELOPMENT COMPANY SHOULD FOCUS ON:

- PEOPLE**
 PEOPLE ARE COMPANY'S FOUNDATION. IT'S IMPORTANT TO INVEST IN RECRUITMENT PROCESS AND TRAININGS.
- EXECUTION**
 CHANGING ROLE OF ENTREPRENEUR. DELEGATING TASKS, GOAL SETTING AND MEASURING EFFECTS.
- STRATEGY**
 IN STRATEGY BUILDING PROCESS IMPORTANT IS CUSTOMER NEEDS ANALYSIS AND STANDING OUT FROM THE COMPETITION.
- CASH**
 LIQUIDITY MANAGEMENT, REASONABLE SPENDING MONEY AND ESTIMATING A RISK.



Bibliography: Alton L., 5 Competitive Advantages Startups Have Over Big Businesses, 2015 [w:] www.entrepreneur.com (dostęp: 12.03.2020); Młodawski W., Od startup'u do korporacji - czyli sztuka skalowania biznesu, 2016 [w:] www.marketingbiznes.pl (dostęp: 10.03.2020)

Authors: Joanna Trąbka, Aleksandra Żegiel

How to achieve success?

This poster will show you some tips on how to start up a business and after a few years become a boss of a huge company!



Get a good idea!

Start up- a small business that has just been started



Hire well-prepared employees



Take care of the good atmosphere in the company

Investors are equally important



You have to offer a better price than the other companies



There is no company without suppliers!



It's really important to acquire customers :)

Don't forget about advertisement!



Time to issue shares !



Who run the world? YOU!



You can establish branches abroad :)



Be patient and remember that hard work will pay off

Conclusion: Good idea is not the only factor that you need to achieve success. You also have to take care about your employees, suppliers and investors. Of course, you can't forget about the money :) You have to work really hard and anything can happen!

START UP



Author:

Karolina Czarczyńska
Cracow University of Economics

... how are they supported?

Paradoxically, the current global situation related to the coronavirus epidemic is contributing to increased interest in startups, especially those operating in the medical industry.

It should be remembered that start up is an organization or a young innovative enterprise using modern technologies.

It is these types of companies that can play a key role in creating and introducing innovative solutions to ensure the safety of medical services but also patients.

The purpose of this article is to emphasize the importance of innovation in young enterprises, as well as to present examples of uniting start-ups with public organizations in the fight against the epidemic. Assistance and support programs for start-ups will be of great importance here.

Organizers of Techstars Startup Weekend organized the event **Global Startup Weekend Poland Covid-19**, as part of which startups could obtain support related to the process of implementing technologies on the market to facilitate work and functioning in a pandemic era.

As part of the Łódź Special Economic Zone, in cooperation with Ericsson Polska, the **Star Spark 2.0** accelerator for technologies related to combating the effects of COVID-19 has been launched. Start-ups interested in participating in this accelerator can count on mentoring and financial support as well as assistance in reaching clients. On the other hand The National Center for Research and Development has also launched its own grant program. The institution plans to select innovative projects related to diagnostics, prevention and treatment of COVID-19 as part of the Fast Path "Coronavirus". PLN 200 million has been earmarked for this purpose from European funds, which you can apply for from 6 May 2020.



It remains to be hoped that the intensive involvement of the startup industry will not be forgotten, but will translate into further assistance programs for young entrepreneurs, also in the context of legal conditions, although in this aspect some actions have already been taken - from March 2021 Prosta Spółka Akcyjna will be established, whose minimum capital needed to set up is only PLN 1.



Although the prevailing situation surprised everyone, it was necessary to implement the measures as soon as possible, and therefore the first effects of close cooperation between start-ups and the medical industry can already be observed. The BrainScan.ai team developed artificial intelligence specialized in computed tomography images for the diagnosis of COVID-19. Mudita, in turn, established cooperation with the Foundation for Research and Development of Science, under which a fan was designed for patients infected with the virus. The device is to enable the patient to supply oxygen in a crisis situation when the medical facility does not have a free respirator.

According to the head of the Crisis Information Center of the Space Research Center of the Polish Academy of Sciences, the goal of Covid Challenge is to generate innovations that can help health care in the fight against pandemics. It is primarily about protective equipment for paramedics, repeating based on 3D printing, elements of a simple improvement of ambulance equipment, but also solutions that remotely scan human temperature.

As you can see, openness to new solutions is not indifferent to public organizations, especially if the proposals offered are related to the most valuable good which is human life.

However, is the innovation of Polish startups based on financing development?

An extremely important indicator of the level of innovation in the economy a country's percentage of GDP is allocated to research and development. From the analysis of data on total expenditure on research and development (GERD) published by Eurostat shows that developed and prosperous countries allocate the largest share of its research and development GDP. Poland is in this list unfortunately at the bottom of the rate.

Also research and development expenses per capita are the largest in developed countries. Expenditure on research and development per capita in Poland is 5 times smaller than the average for 28 EU countries.

Considerations regarding the growth of this indicator are comforting. Over the past decade expenditure in Poland increased almost fourfold, while the EU average recorded an increase of only one third.

(based on reports ExMetric Sp. z o.o. *Przedsięwzięcia w fazie Start-UP oraz nakłady na badania i rozwój (R&D) – sytuacja w Polsce oraz na świecie*)



A recipe for a unicorn: what do billion dollar startups have in common?

Authors: Brygida Mordarska, Sylwia Szrajber, Magdalena Wojsław

Introduction

The purpose of our work was to compare the general features of existing unicorn startups and to analyze which factors increase the chances of building a successful company. We were aiming to check if there is a set of general features that boosts the startup's chances of becoming a unicorn.

What does the term *unicorn* mean?

A unicorn startup is a privately held startup company that is worth more than 1 billion dollars. The term became popular a few years ago, it has been first coined in 2013 by Aileen Lee. The mythical animal was meant to represent the statistical rarity of such successful ventures. However, extremely successful startups are not as rare now as they used to be back in 2013.

One of the reasons behind the rapid growth of unicorns is adopting a **fast-growing strategy** called get big fast (GBF) strategy for startups. GBF is a strategy where a startup is focused on rapid development mostly by cutting prices. This procedure allows us to gain an advantage in market share.

To obtain unicorn status companies are using **technological advancements**. With the broad access to social media, startups have the ability to expand their business faster than ever. Also, many unicorns bolster their businesses by **buying out technology and business models** from large public companies rather than creating them themselves.

Some of the unicorn features include:

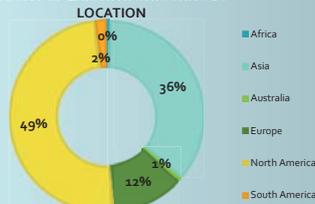
- using modern technologies, especially Information and Communication Technologies (ICT),
- short period of activity (usually up to 5 years),
- searching for or having a repetitive, scaled and profitable business model,
- operations in high-risk conditions,
- the pursuit of rapid growth.

Methods

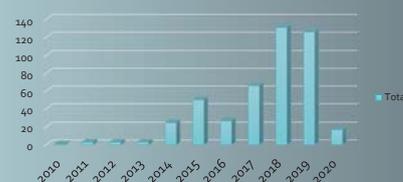
In this poster, our attention is focused on **currently existing unicorn startups**. We have compared them in terms of industry, geographic location, size of profit achieved. It has been analyzed whether on the basis of such basic and general features we are able to select the set of features that enhances startup chances to become a unicorn. Due to the space limitation presented charts are only a part of the analysis, we have mentioned some more details in conclusions. This work is created based on data from cbinsights.com. Available data has been developed, presented graphically and analyzed by our team.

Results

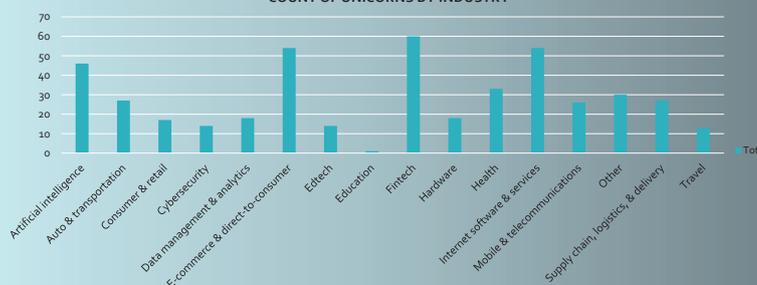
COUNT OF EXISTING UNICORNS BY LOCATION



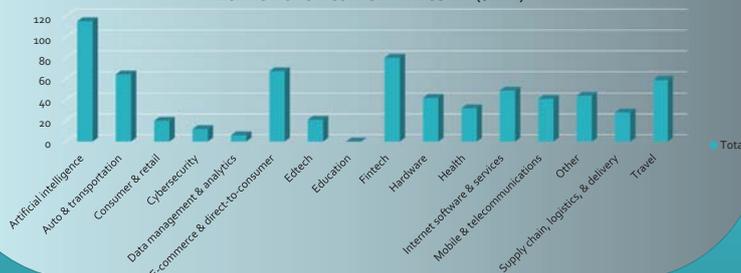
COUNT OF UNICORNS BY YEAR JOINED



COUNT OF UNICORNS BY INDUSTRY



VALUATION OF UNICORNS BY INDUSTRY (\$ BLN)



Conclusions

It was not a surprise that the majority of successful startups were established in either the USA or China. Statistics show that other countries that might offer a favorable environment for building a startup are UK (24 unicorns), Germany (12), India (20) and South Korea (12).

Most of the UK-based unicorns are in the fintech industry (10). UK is broadly known as one of the financial European capitals (London City), with its excellent educational base (LSE, Oxford, headquarters of CIMA and ACCA) and large experience in the banking sector it is undoubtedly a location worth considering when starting a financial company. There is no leading industry among German startups, Germany might be considered a safe environment in general due to a variety of startup acceleration programs (eg. German Accelerator) and a stable economy.

When looking at diagrams showing the count and valuation of unicorns by industry, there are four main leaders: AI, e-commerce, fintech, internet software and services. While the development of e-commerce was responsible for unicorns growth in 2014-2016, the rise observed in 2017-2019 was the era of IT and fintech. One of the possible reasons is that building a startup in those industries does not require any expensive infrastructure, it is mostly based on highly qualified human resources. There is always a risk involved in starting a new company. When it is not necessary to invest heavily in the beginning it makes people more eager to try. Another possible reason for the rise of IT unicorns started in 2017 is a fast development and growing demand for the robotic process automation and IoT solutions.

To sum up, there are features that enhance chances of building a successful startup: there are certain locations and industries that give better chances to succeed, it is also important to choose the right moment in time.

12th International Scientific Conference
of the College of Management and Quality Sciences
of the Cracow University of Economics

From start-up to corporation

Goal

This presentation aims to compare and distinction between start-ups and corporation.

Corporation is a type of social organization with legal personality, whose members are an important element, otherwise the corporation doesn't exist.

Start-up is an organization or an innovative enterprise that is looking for a business model that gives it profitable growth.

Differences between start up and corporation

Start-up

Corporation

Characteristic features: innovation and uncertainty. Services or products must be innovative, revealing and hitherto unknown to the consumer.

Hierarchy doesn't exist, promotion is possible

There is a hierarchy and rigid rules and principles

No stabilization. Building market position is associated with the changing situation of the company

Work stabilization

Limited benefits

A wide package of benefits



Conclusions

In summary, start-ups and corporations, despite the fact that they are enterprises and their main goal is to grow and earn money, they differ. Their structure, philosophy and approach to the employee are radically different. This is due to the differences in their size. Start-ups offers the opportunity to perform tasks independently and creatively. Corporations operate according to specific schemes and rules while maintaining stability and pursuing the employee's goal.

The corporation has many branches in different countries (international organization). These facilities may differ from one another in terms of the number of employees. It consists of many departments (HR, Accounting, Facilities).

Klaudia Kazienko
Kinga Krzyściak
Julianna Lekarczyk

Bibliography:
1.K. Mikołajczyk, D. Nawojczyk, „Startup po polsku. Jak założyć i rozwinąć dochodowy ebiznes”, 2013.
2.K. A. Waśniewski, „Decyzje inwestycyjne współczesnej korporacji – dylematy racjonalności”, 2011.
3.A. Skala, „Startupy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości”, 2018.



TO CORPORATION

ECONOMIES OF SCALE, POLITICAL CLOUT, SPECIALIZATION OF ROLES, SET POLICIES AND PROCEDURES, MORE OPPORTUNITIES FOR ADVANCEMENT, MORE DIVERSIFIED REVENUE STREAMS/RISK PROFILE, PERCEIVED EMPLOYMENT STABILITY AND/OR PRESTIGE, SPECIALIZED CAPABILITIES/KNOWLEDGE THAT ARE BARRIERS TO ENTRY

A LARGE COMPANY OR GROUP OF COMPANIES AUTHORIZED TO ACT AS A SINGLE ENTITY AND RECOGNIZED AS SUCH IN LAW.

HOW DO SMALL COMPANY GROW INTO A BIG COMPANY?



To grow your business successfully you need to have a clear goal. Aside from the fact that you wanted to be a successful entrepreneur, give your time to think what is the purpose of your business. What do you hope to bring to the market? When you do find the answer, incorporate it into your vision and mission. Build a business system that will help you achieve that goal. Business systems are the science behind every successful enterprise. It is your roadmap to success that will get you to your intended success.



8. MODERNIZE THE GOODS AND SERVICES

IF YOU WANT TO CONCENTRATE ON YOUR WELL-DEFINED MARKET'S RELEVANT REQUIREMENTS OR MARKET SEGMENTS WITH SIMILAR REQUIREMENTS AND FUNCTIONALITY YOU NEED TO CONCENTRATE MORE ON THE DIVERSITY THAT BRINGS THAT URGE IN YOUR CLIENTS TO TRY OUT AND REFLECT THEIR OPINIONS ON YOUR PRODUCTS.



6. BEING PART OF TRADE EVENTS

TRADE SHOWS CAN ALSO BE A WONDERFUL WAY TO DEVELOP. AS TRADE SHOWS ATTRACT CUSTOMERS WHO ARE ALREADY INVOLVED IN A PARTICULAR PRODUCT OR SERVICE THAT YOU ARE PROVIDING, THEY WILL BOOST THE BOTTOM LINE DRAMATICALLY.



4. WIDEN THE CONSUMER REACH

OPENING STORES IN NEW LOCATIONS. NEW LOCATIONS CAN BE INTERACTIVE, TOO, AS AN ONLINE STORE PLATFORM.



5. WIDEN THE MEDIA REACH

EXPAND YOUR SCOPE BY PUBLICITY. ONCE YOU HAVE ESTABLISHED A NEW MARKET, YOU MAY BE ABLE TO ADVERTISE AND REACH THE SECTOR THROUGH SELECT MEDIA. IF YOU HAVE A YOUNGER CROWD IN YOUR NEW INDUSTRY, YOU MIGHT WANT TO USE SOCIAL NETWORKS FOR ADS.

1. REACH YOUR CURRENT MARKET

THE FIRST FACTOR THAT USUALLY COMES TO MIND WHEN YOU HEAR ABOUT HOW TO EXPAND YOUR INDUSTRY IS GETTING CUSTOMERS, BUT THE CONSUMERS THAT YOU HAVE ALREADY HAD ARE YOUR SAFEST BET TO BOOST THE PROFITS. GETTING MORE PEOPLE WHO HAVE ALREADY PURCHASE FROM YOU TO BUY MORE IS FASTER AND MORE COST-EFFECTIVE THAN FINDING NEW BUYERS.

2. REQUEST FOR REFERRALS

THE LURE OF NEW CLIENTS TO YOUR COMPANY IS OF COURSE NEVER A BAD TACTIC. SOME OF THE EASIEST WAYS TO DO THAT ARE TO CALL FOR FEEDBACK FROM YOUR EXISTING CUSTOMERS. TELL THE SATISFIED CUSTOMER DURING OR AFTER EACH WORK OR TRANSACTION WHETHER THEY MEET ANYONE ELSE WHO WOULD BE INVOLVED IN YOUR SERVICES OR PRODUCTS.

3. ENTER THE MARKET BY INNOVATING YOUR PRODUCT OR SERVICE

DISCOVERING AND PROMOTING NEW APPLICATIONS FOR YOUR PRODUCTS OR SERVICES IS A PERFECT WAY TO ATTRACT EXISTING CUSTOMERS TO PURCHASE MORE AND ATTRACT NEW CUSTOMERS.



9. EXPORTING

BROADENING TO GLOBAL MARKETS CAN PROVIDE A SIGNIFICANT LIFT TO THE PROFIT MARGIN FOR YOUR COMPANY. THIS IS A WAY TO GROW THE BUSINESS THAT NEEDS CONSIDERABLE TIME AND MONEY INVESTMENT BUT CAN BE HIGHLY REWARDING.

7. CONTAIN YOUR EXPENSES & TRY OUT ONLINE LEAD GENERATION

THERE ARE TWO KEY COST-CUTTING METHODS; TRYING TO OFFLOAD THE "LOSER" GOODS AND INCREASING YOUR EFFICIENCY OF PRODUCTION. ALSO, IT'S THE PEAK TIME TO INVEST YOUR MARKETING EXPENSES INTO SOMETHING WHICH IS REALLY GOOD, EFFECTIVE AND VERY MUCH ECONOMICAL.



FROM STARTUP

AUTHORITY, SYSTEMS, PASSION, INNOVATION, RESOURCES, EXPERTISE

A STARTUP OR START-UP IS A COMPANY OR PROJECT INITIATED BY AN ENTREPRENEUR TO SEEK, EFFECTIVELY DEVELOP, AND VALIDATE A SCALABLE BUSINESS MODEL. WHILE ENTREPRENEURSHIP REFERS TO ALL NEW BUSINESSES, INCLUDING SELF-EMPLOYMENT AND BUSINESSES THAT NEVER INTEND TO BECOME REGISTERED, STARTUPS REFER TO THE NEW BUSINESSES THAT INTEND TO GROW LARGE BEYOND THE SOLO FOUNDER.



In order to present the path from startup to corporation, we propose to utilize Verne Harnish's theory. It portrays the development of the company at its different stages using references to animals. The theory also determines four areas of focus for the management.

People: the organization is created by people. You need to invest in recruitment and recruit the best specialists regardless of the price. Investing in employees is equally important.

Strategy: should be simple. It is important to include SWOT analysis, industry average, company mission and values, goals and market analysis. You should know what makes the company stand out and what it provides to its clients.

Execution: presents the leader as a person who runs the company and people should not get him involved in their daily duties. Thanks to this, he can look at the business and future of the company from a broad perspective. The responsibilities of the leader include building relationships, market research, interaction with customers and designing new products.

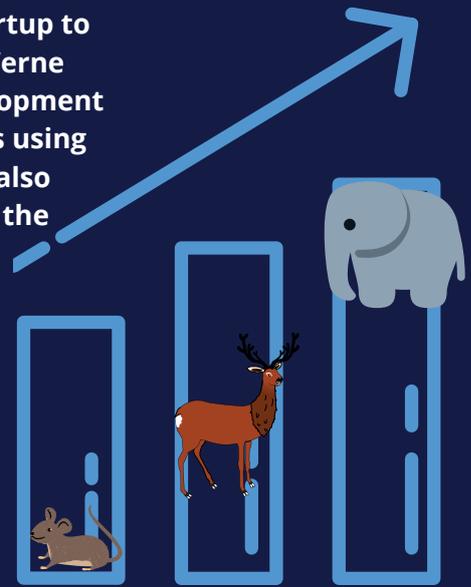
Cash: the company cannot stand without it. The company should avoid unnecessary expenses and have savings, preferably for a minimum of 2 months in which it would not generate much revenue. It is also important to collect payments from customers as soon as possible and that each purchase is thought out.

The most important conclusion is that to be successful in the long journey from startup to corporation, startups must be very consistent and determined taking care of the 4 aspects: people, strategy, execution and cash. This path is not easy, but the possible prize is worth the effort.

Also, as illustrated below, the owner has to accept the fact that, at some point during that journey, he will have to step back from being the part of the company's daily operations.



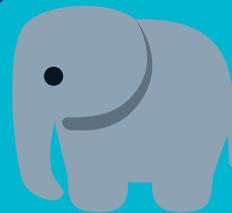
A small part of mice becomes the so-called „gazelles". Becoming a gazelle should be a priority for every mouse. It is a phase of rapid growth.



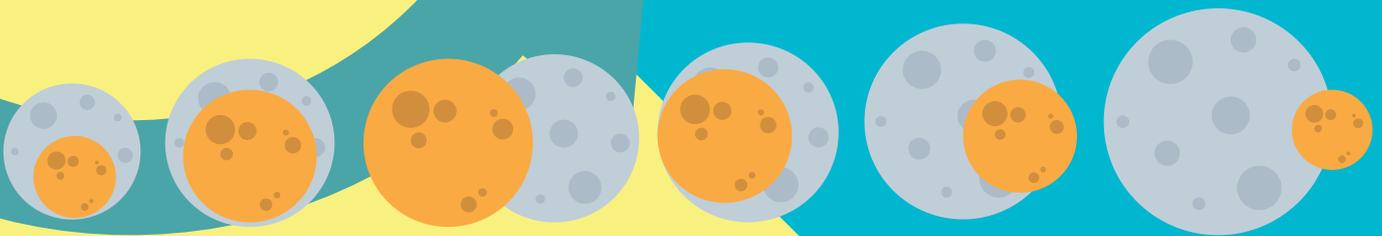
From startup to... corporation?



Most companies start as small and remain so. However, some startups - "mice" - grow rapidly and ultimately achieve great success.



"Elephants" are the largest companies - corporations. Finally, some gazelles join this group.



Characteristics of business-owner relation at each stage of startup development.
*Orange planet represents the owner

FROM START-UP TO CORPORATION – HOW TO DEVELOP YOUR ENTERPRISE?

START-UP CHARACTERISTICS:

- ✓ ENTITY CONDUCTING BUSINESS ACTIVITY
- ✓ INDEPENDENCE
- ✓ INNOVATION
- ✓ SOLUTION TO AN EXISTING PROBLEM
- ✓ UNCERTAINTY
- ✓ RISK RELATED TO THE NEW MARKET

CORPORATE CHARACTERISTICS:

- ✓ VERY LARGE COMPANY OPERATING ON THE GLOBAL MARKET
- ✓ EMPLOYING A LARGE NUMBER OF EMPLOYEES
- ✓ USUALLY HAS LEGAL PERSONALITY
- ✓ THE CORPORATION EARNS A LOT OF INCOME
- ✓ PRODUCTS ARE MUCH ADVERTISED AND KNOWN ON THE MARKET
- ✓ CONTROLS THE MARKET IN WHICH IT OPERATES
- ✓ ADVANCED TECHNOLOGY
- ✓ MODERN PRODUCTS
- ✓ WELL-ORGANIZED STRUCTURES

MOTIVATION

EVERYONE WHO SETS UP A COMPANY MUST BE MOTIVATED TO ACT. DREAMS OF DEVELOPMENT, BIG MONEY AND BREAKING THE MONOTONY ARE NOT ENOUGH! DO YOU WANT TO ACHIEVE SOMETHING? DO SOMETHING! EVEN IF YOU DON'T BELIEVE YOU WILL SUCCEED OR OTHERS TELL YOU THE SAME THING. MOTIVATION WILL HELP TO COMBINE PASSION WITH BUSINESS.

BUSINESS FINANCING

WHEN YOU STOP BEING A DREAMER AND BECOME AN ENTREPRENEUR YOU HAVE TO THINK ABOUT HOW TO FINANCE YOUR BUSINESS. AFTER STARTING A BUSINESS, YOU MUST MAINTAIN IT. THE BUSINESS CAN BE FINANCED BY SAVINGS, LOANS, INVESTORS OR SUBSIDIES.

LAW

ALL BUSINESS ACTIVITIES MUST BE CONDUCTED IN ACCORDANCE WITH THE LAW. YOU MUST CHOOSE ONE OF THE LEGAL FORMS

DEVELOPMENT

THE NEED FOR DEVELOPMENT IS VERY IMPORTANT TO STAY ON THE MARKET. THE GOAL OF DEVELOPMENT IS TO INCREASE THE QUALITY OF SERVICES OFFERED BY THE COMPANY. YOU HAVE TO GO WITH THE TIMES. CUSTOMER NEEDS ARE CONSTANTLY CHANGING. YOU NEED TO OUTSOURCE OR HIRE CO-WORKERS.

BUSINESS IDEA

THE FIRST RULE OF SUCCESS IS DO WHAT YOU LIKE! WITHOUT IT YOU HAVE NO CHANCE TO ACHIEVE DEVELOPMENT. THINK: DOES THE BUSINESS FOR WHICH YOU HAVE AN IDEA OCCUR WHERE YOU WANT TO RUN IT? YES? SO THE QUESTION IS: WILL YOU DO IT BETTER? BUSINESS MUST BE IN LINE WITH CUSTOMER NEEDS. SHOULD ATTRACT INTEREST.

MARKETING

MARKETING IS THE ONLY CHANCE TO EARN MONEY. AFTER STARTING A BUSINESS, ONLY YOU KNOW ABOUT IT. NOWADAYS, FACEBOOK, INSTAGRAM, TWITTER IS THE KEY TO SUCCESS! BEFORE YOU INVEST IN BUSINESS, THINK ABOUT ITS ADVERTISING.

HUMAN RESOURCES

ONE OF THE MOST IMPORTANT THINGS WHEN STARTING A BUSINESS IS TO CREATE A TEAM. IT WOULD BE HARD TO DO IT ALONE. IT IS IMPORTANT THAT TEAM MEMBERS ARE CAREFULLY SELECTED. PEOPLE MUST BE LOYAL AND HELPFUL. YOU MUST BE SURE THEY ARE TRUSTWORTHY. SOMETIMES YOU NEED TO OUTSOURCE OR HIRE CO-WORKERS.

AS YOU CAN SEE, STARTING YOUR OWN BUSINESS INVOLVES MANY STAGES. SOME OF THESE STAGES ARE EASY FOR INNOVATORS TO ACHIEVE, UNFORTUNATELY, IN MANY CASES, YOU NEED TO SEEK OUTSIDE HELP TO DEVELOP YOUR WINGS. A CAREER IN A LARGE CORPORATION COMBINES MANY ADVANTAGES. THE MOST IMPORTANT OF THESE IS THE OPPORTUNITY FOR DEVELOPMENT. CORPORATIONS OFTEN OPEN THE DOOR TO TRAINEES BY CREATING INTERNSHIP PROGRAMS, WHICH IS RARE IN START-UPS. THUS, THE CORPORATION ALLOWS . IN START-UPS, YOU DECIDED ABOUT HOW YOUR JOB LOOKS LIKE. IN START-UPS, A FRIENDLY OFFICE ENCOURAGES YOU TO WORK EVERY DAY, ESPECIALLY SINCE IT IS DESIGNED ACCORDING TO OUR OWN RULES, NOT A VISION IMPOSED FROM THE HEADQUARTERS OF A COMPANY LOCATED AT THE USING THE KNOWLEDGE GAINED IN COLLEGE IN PRACTICE OTHER END OF EUROPE OR THE WORLD.

Barbara Rojek, Agnieszka Kurbiel, Sylwia Jurkowska

From start-up to corporation

Kamil Juszcuk
Tomasz Kuś
Maksymilian Piaskowski

This presentation aims at comparing and differentiating two forms of enterprise which are start-up and corporation.

A start-up is an enterprise or project whose primary goal is to launch an innovative product or service on the market. Its characteristic features are the lack of a specific business model and managing the business in conditions of extreme uncertainty.

The start-up term is usually used in the technology or IT industry. The main areas of activity of star-ups are:

- IT
- e-commerce
- mobile applications

Lauching a start-up is associated with significant risk and the possibility of failure. It is mainly related to seeking and developing an effective business model and the uncertainty that the actions taken will not meet specific market needs.

Main differences between start-up and corporation

Start-up	Corporation
No hierarchy, quick promotion possibilities	The hierarchy and organizational structure are rigid
Variable situation related to building the start-up position on the market	Work stabilization
Quite limited and unusual benefits	Larger benefit packages
High independence related to broadening knowledge and acquiring new skills	Less independence

Taking all those factors into consideration, start-up and corporation are different forms of enterprise which vary in a significant way. Due to its flexible and non-hierarchical structure, start-up may be a better form of business for creative people who need to launch an innovative or a completely new product or service. It is at high risk of failure, though. Corporation, on the other hand, would be a better form for businesses with a developed position on the market and for professionals who prefer stabilization and specific career path.

Bibliography:

1. S. Balnk, B. Dorf, *The Start-up Owner's Manual Vol.1™ The Step-by-Step Guide for Building a Great Company*, K&S Ranch Publishing Division, 2012
2. A. Lipińska, *Konceptje i kluczowe czynniki ekosystemów start-upów*, Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach nr 351, Katowice 2018
3. A. Skala, *Startupy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości*, Edu-Libri, Kraków 2018

Startup and corporation cooperation

New technologies make the current model of functioning of global corporations inefficient and not very competitive. In the face of breakthrough innovations that change existing ones and create new markets, corporations are beginning to open themselves to cooperation with new entities. Under the concept of open innovations, large companies are increasingly looking towards young technology startups.

STARTUP

New enterprises that start operating on the market have problems staying on this market. This is due to a lack of confidence in the new brand and new product, and thus insufficient cash for further development. Innovative solutions proposed by start-ups usually carry a significant risk that a beginner may not be able to handle it. Thanks to cooperation with corporations, startups have a greater chance of success, because they gain the market for their products and services, technological knowledge, which results in business growth and financial benefits.

CORPORATION

Corporations recognize that innovation is important to their business because they can conquer new markets. The fresh approach of startups to competition and operations in various markets helps corporations stay in a dynamically developing environment where traditional models are not able to fully adapt. While the new dynamic entity enters the corporate structure, ideas, styles of operation, and work organization, as well as approaches to processes, are confronted. This teaches corporate employees to differently think and look at challenges.

CONCLUSION

In the modern world, efficiency is not enough to be a leading entrepreneur on the market. Corporations are increasingly aware that only by investing in innovation are they able to maintain a strong position of the company and meet the expectations of customers. In the modern world, efficiency is not enough to be a leading entrepreneur on the market. Corporations are increasingly aware that only by investing in innovation are they able to maintain a strong position of the company and meet the expectations of customers.



Authors: Izabela Szmalec, Kinga Więcek, Michał Urbanek

From startup to corporation

WHAT IS A STARTUP?

It's an organization created to seek a repeatable and scalable business model.

FEATURES

Startup should be formulated in such a way as to enable the conquest of new markets and to guarantee the development of the unit in accordance with the assumptions of the business model and plans of owners or investors.

EXAMPLE OF A STARTUP

Hyper Poland is a startup that is to build the Polish Hyperloop. Magnetic railway system that is to develop

the speed of sound in special tunnels. Hyperloop is supposed to enable travel, e.g. from Krakow to Gdansk in 35 minutes. The goal is to develop speeds in excess of 1000 km/h. Przemyslaw Paczek is the President of Hyper Poland.



CORPORATION AND STARTUP - DIFFERENCES

Startup is a young company that offers an innovative product or service. Its aim is to popularize a certain idea

and to become a larger company. A **corporation** is a stable, profit-oriented organization. It can have a major impact on society. Many of the current corporations could initially be called startups e.g. Facebook.

CONCLUSION

If the company has a good idea and is able to implement appropriate actions, it is able to achieve success. Over time, it can expand its reach, thanks to which it can transform a startup into a corporation.

Katarzyna Atlas
Kacper Chmarzyński



Is every company a start-up?

Poster authors want to present the idea and characteristic features for organization in early stage of development called start-up. The article is about giving a definition and fundamental differences between start-up and all others newly created companies in business terms.

Where to look for the essence of start-up functioning?

The keyword in considerations is latin *innovatio* that means *renewal or change*. Implementing change in real life is associated with benefiting and improving social or economic life solutions. Precursor introducing the concept of innovation theory in business field became an Austrian economist Joseph Schumpeter, while researching how technical innovations impact on the economy. Schumpeter presents the possibility of achieving a competitive position and creating a new trend on a given market, by implementing innovations in products, production methods and used technology, researching new markets and new organization of ongoing processes. Theoretician assumptions show that the entrepreneur - innovator is exposed to imitation by the competition by making changes and that will result in dissemination of solutions with simultaneous economic growth of the whole environment. Imitation in this case has a positive effect on economic growth and knowledge commercialization. The transformation of the entire market forces him to look for solutions and new research to improve existing process.

Start-up characteristics

- The start-up term from English has not yet had its equivalent in Polish, but the sense of the word is a relatively young company without a stable and shaped business model. Characteristic features indicating the possibility of being defined as start-up are:
 - no specific and stable business model,
 - early stage of development,
 - Using innovations with high growth potential in a short time.
- Other definitions also indicate a temporary organizations seeking its own business path while working in extreme uncertainty conditions. Start-ups can be characterized by their lack of operations history, low or no income, dependence of the entity superior financing the project or high failure risk (44% start-ups falls within 3 years). You should also pay attention to the generated losses that are associated with investments and customer acquisition attempts in initial phase.

Importance for the economy

By constituting only a small percentage for the entire economy, start-ups exert an unbelievably high influence on its development. Research conducted in the United States shows that 2/3 new workplaces are start-up offers. A similar case is related to the introduced innovations where companies in the early stages of development became prototypes for changes in global corporations often subsequently being bought out to form a department in larger unit. The largest increase is recorded in countries where the percentage of creating new companies based on technology development is highest. Market trends show that enterprises that are in the early stages development have a better chance of introducing radical changes and pointing to new market development directions than well established entities. It is caused by their tendency to risk taking in cases with small possible losses. On a global wave start-up trend, from countries outside the USA, Israel is doing the best, while having the most listed companies on the US stock market.

Bibliography:

- K. Łuczak, „Rachunkowość innowacji na przykładzie przedsiębiorstw określanych mianem star-up”, Zeszyty Naukowe Uniwersytetu Szczecińskiego, Szczecin 2014

STARTUP

Stimulus Augment Trust Uplift Propel
Thumbs Up Repeat

"Polish startups have power"

The purpose of the poster is to explain what startup is and what goals it has and show that Polish startups, guided by innovative thinking, have gained popularity around the world. They have long since left the startup phase, but they maintain their assumptions, it means they think innovatively. Both Glov and Booksy have built an innovative brand. Thanks to this, they are getting bigger every year and can be called corporations.

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market.

To sum up, Polish startups are doing very well. They bring together clients from all over the world and are constantly developing. Therefore, they more and more produce goods and create more jobs.



The goal of **startups** is to gain a new market for their products and achieve global success at a fast pace with low financial outlays.

GLOV is a company that sells innovative makeup removal products and home SPA products. Today, GLOV is a globally recognized brand and it all began as with any real startup in the founder's homes.



Booksy is a website for booking services in the health&beauty sector. The application can be downloaded directly to the phone or visit the Booksy website.



Klaudia Broś, Natalia Hajduk, Magdalena Domalik

Start up

COMPANY DEVELOPMENT STAGE

With the help of the poster we want to show how a start-up can positively affect a company during its operation. It can be a stage that will bring a lot of good for the company. One of the main reasons why you should start your own startup is that you do not need to have large financial outlays. All you need is a good idea development, finding a way to present it well, and knowing where and how to look for financial support.

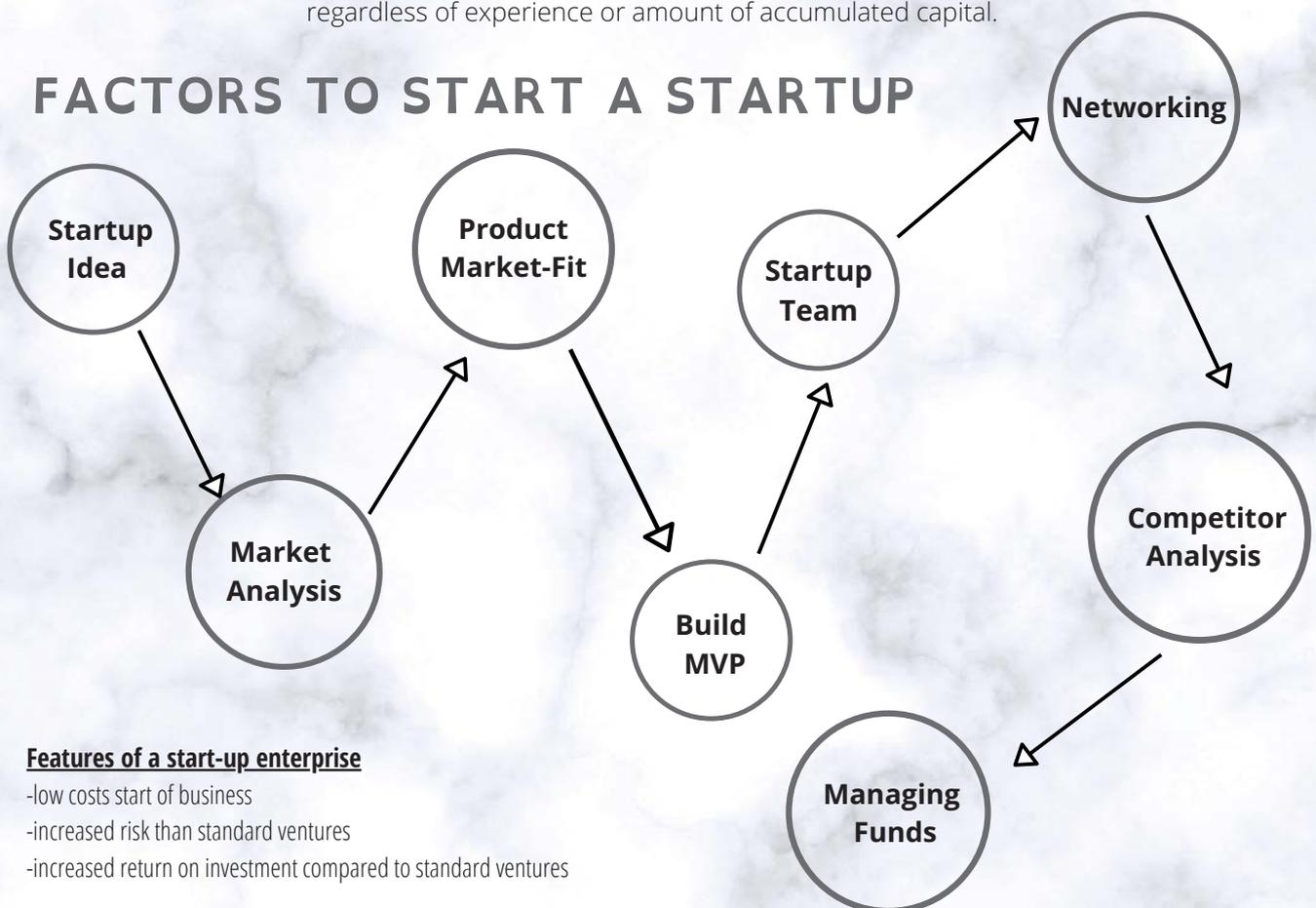
Definition of Start-up

Start-up is a temporary organization in the early stages of the life cycle, "created to look for a repetitive and scalable business model." Scalability here means a relatively proportional increase in market share, and thus a multiplication of cash invested by VC funds or Business Angels.

One of the main advantages of a start-up is the low entry threshold - in most cases setting up such an activity does not require any initial capital. It also means that anyone can start a new business model, regardless of experience or amount of accumulated capital.



FACTORS TO START A STARTUP



Features of a start-up enterprise

- low costs start of business
- increased risk than standard ventures
- increased return on investment compared to standard ventures

In our opinion, start-up is the perfect solution for people who decide to start a career in the business world. Establishing this type of company does not require any initial capital. We think it is a perfect solution for young people who have a business idea but do not have the resources. Just remember that your determination and the right approach are the key factors for a successful startup. It is better to try to fail than not to try at all.

Many successful entrepreneurs have failed and that's how they came across the recipe for success.

Authors: Anđzelika Kędzior
Małgorzata Oleksińska
Marlena Dopnik

STARTUP vs CORPORATE

WHAT IS BETTER FOR A JOB SEEKER?

WHAT'S THE DIFFERENCE?

Simply put, a startup is a relatively young company that offers an innovative product or service. Often, its goal is to promote a certain idea, value and transformation into a larger company. A corporation is a more stable, profit-oriented organization. Its range and scope of activities can have a great impact on society. In fact, many of the current corporations could initially be called startups. For example, Facebook started with an innovative idea related to social media and gradually transformed into the now known giant.

LEVEL OF INDEPENDENCE

In the corporation, there are separate departments with specialists to solve specific problems. In turn, in a startup, any problem can be an opportunity for you to show your creativity and add something from yourself.

PROS&CONS of Startups

- | | |
|--|---------------------------|
| + Casual environment | - Less financial security |
| + Career progression | - Smaller budgets |
| + Trendy offices | - Often longer hours |
| + Easier to stand out | |
| + Opportunity to work alongside senior leaders | |



YOUR RESPONSIBILITIES

In a corporation, a given position performs the same activities for years. A major change only takes place after promotion. In turn, in a startup, responsibilities can change even several times a year. In a short time you will have to deal with something that at the beginning of your work you did not have to deal with at all. This requires more flexibility but gives interesting opportunities to develop a variety of skills.

APPROACH TO EMPLOYEE MANAGEMENT

Startups usually offer a more relaxed atmosphere, where each employee is treated on a very friendly footing. On the other hand, everyone is busy with themselves and their projects. In turn, the corporate position has specific requirements, but supervisors spend more time training new employees.

PROS&CONS of Corporation

- | | |
|-----------------------|-------------------------------------|
| + Large budgets | - Formal work attire |
| + Higher salary | - Serious work environment |
| + Central offices | - Slower career progression |
| + 8h work hours | - Less autonomy in making decisions |
| + Company stability | - Less exposure to senior leaders |
| + Experienced leaders | |

HAVE YOU DECIDED?

Both startups and corporations have many advantages when it comes to choose your career path. It seems the better option for a young soul is to work at a startup. As you are not just a „number”, you can stand out with creativity and have impact on the company and its projects with your ideas. Thanks to casual environment, it is easier for young people to find themselves at the office. When the person who is looking for a job is matured, experienced and wants stability, the better option is to choose corporation. Working on high-end projects in stable company allows you to better use your experience and potential.

The aim of the poster is the presentation of the transition from startup to corporation.

STARTUP

- MAINLY SMALL BUSINESSES
- NEED FOR EXTERNAL FINANCING
- PRESENT ON THE MARKET FOR A SHORT PERIOD
- EXPOSURE TO CHANGING ENVIRONMENT



TRANSITION FROM STARTUP TO CORPORATION

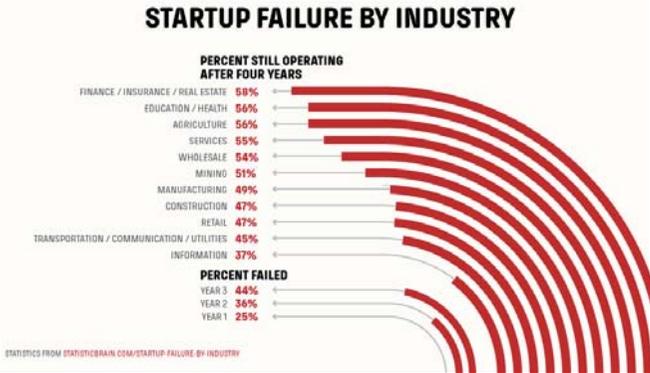
1. INNOVATION
2. USE OF NEW TECHNOLOGIES
3. QUICK TRANSFORMATION INTO AN ESTABLISHED COMPANY (UP TO 5 YEARS)
4. EXPOSURE TO HIGH RISK AND DYNAMIC ENVIRONMENT
5. SEEKING THE WAY FOR A QUICK DEVELOPMENT



CORPORATION

- INTERNATIONAL ORGANIZATIONS
- SIGNIFICANT CAPITAL AND HIGH RETURN ON SALES RATIO
- STRONG AND ESTABLISHED MARKET POSITION
- CONSIDERABLE INFLUENCE ON THE ENVIRONMENT

STARTUP FAILURE BY INDUSTRY



Industry	Percent Still Operating After Four Years
FINANCE / INSURANCE / REAL ESTATE	58%
EDUCATION / HEALTH	56%
AGRICULTURE	56%
SERVICES	55%
WHOLESALE	54%
MINING	51%
MANUFACTURING	49%
CONSTRUCTION	47%
RETAIL	47%
TRANSPORTATION / COMMUNICATION / UTILITIES	45%
INFORMATION	37%

Year	Percent Failed
YEAR 3	44%
YEAR 2	36%
YEAR 1	25%

STATISTICS FROM STATISTICSBRAIN.COM/STARTUP-FAILURE-BY-INDUSTRY

Conclusion: It takes a lot of self-discipline to transform a startup into a corporation. It is the good idea and continuous striving for further development of the business that can turn a small company into corporation some day.

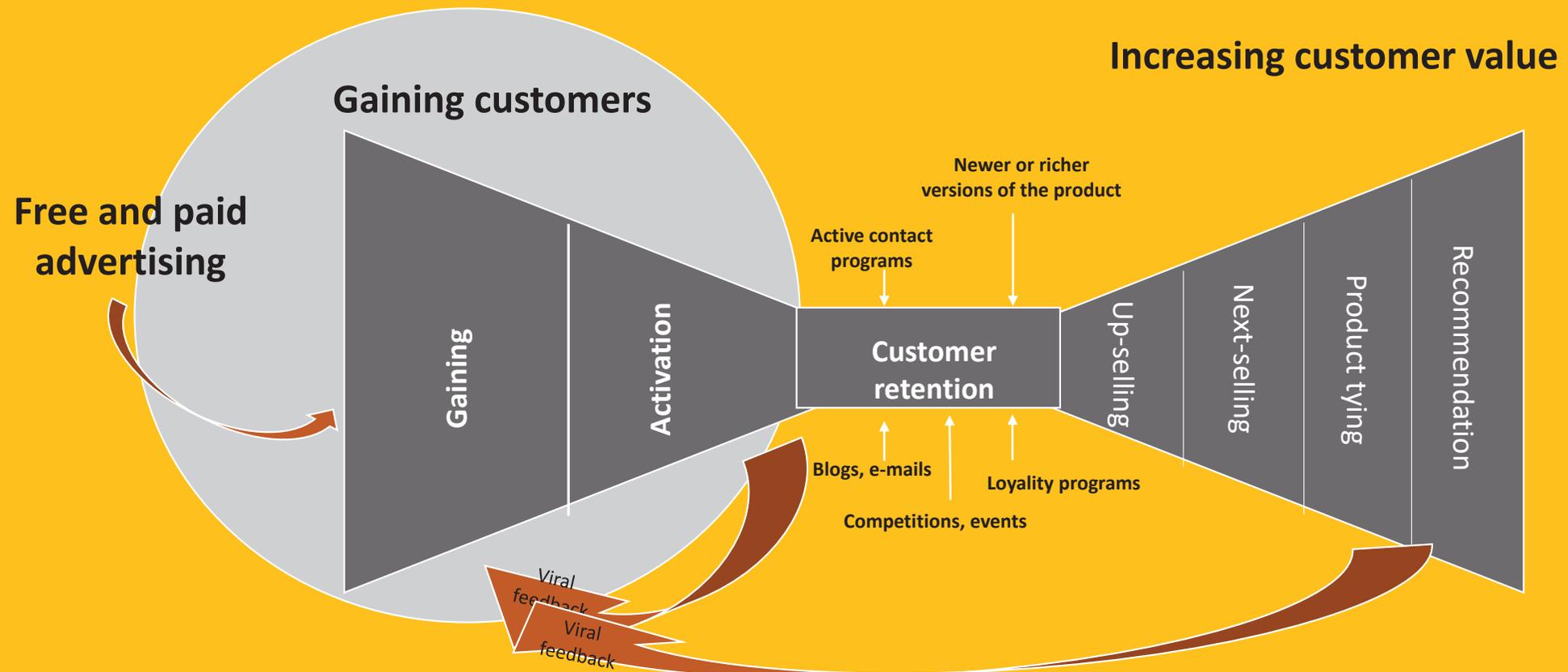
Byrska Paulina

Goryl Małgorzata

Pietruszewska Anna

How to gain customers?

The graphic is designed to show how to get customers using internet and mobile channel.

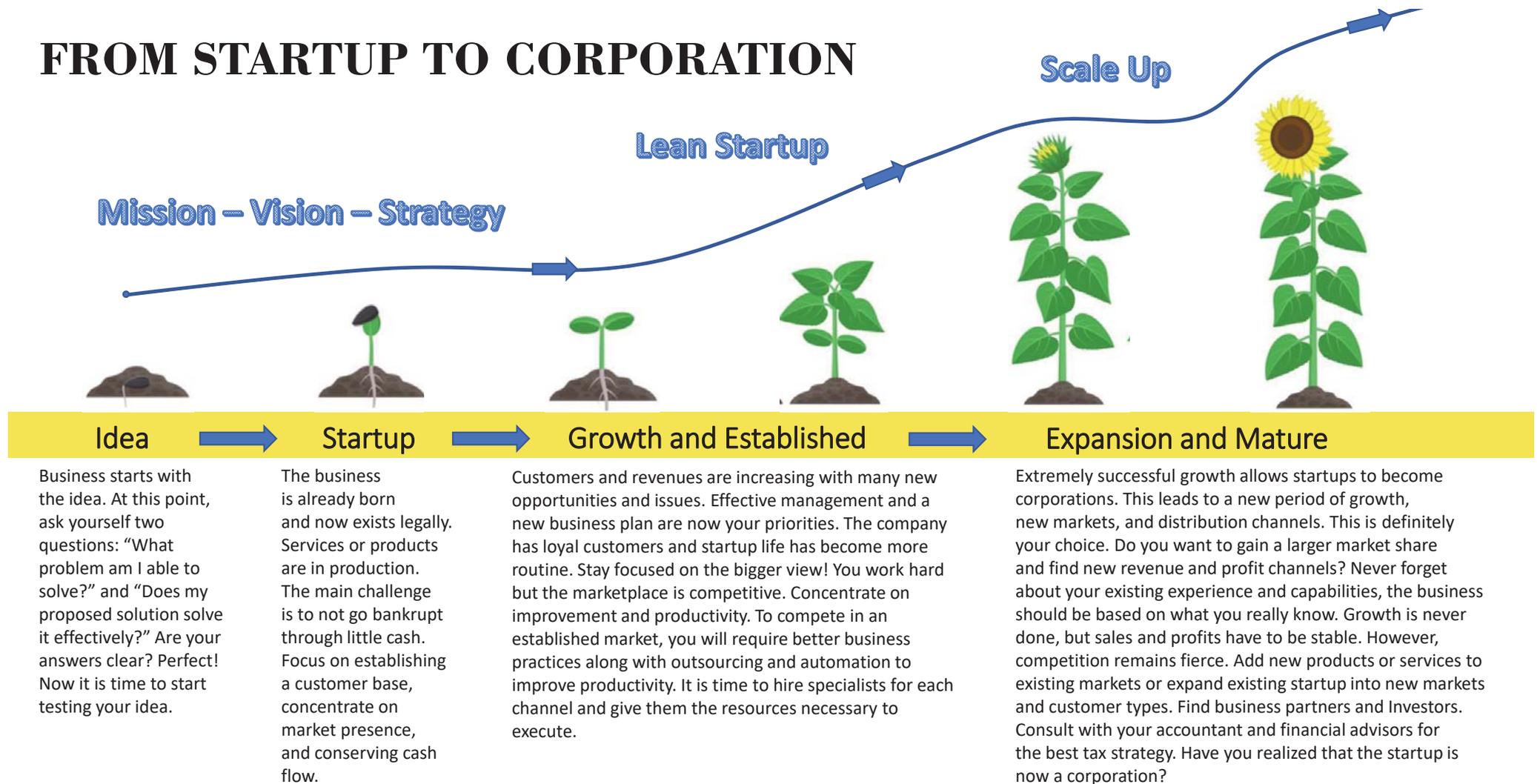


The customer acquisition plan and tactics can change many times because they consist of many experiments during market verification.

Źródło: S.Blank, B.Dorf, „Podręcznik startupu. Budowa wielkiej firmy krok po kroku”, wydawnictwo Helion, Gliwice 2013, str. 379

Autorzy: A.Jawor, A.Pająk, P.Tarsa

FROM STARTUP TO CORPORATION



As long as you do not reach the product-market-fit, change the idea!

Developed by:
Weronika Kaca
Kamil Ochmański
Hubert Olech

The Business Model Canvas as a strategic tool for designing innovative business models – the case of Airbnb Inc.



Karolina Sołtysik

Introduction

Although there is no universal definition of business model innovation, almost all researchers and practitioners agree that the focus on business model innovation has increased dramatically over the last couple of years. A unique business model is nowadays a source of a sustainable competitive advantage and companies that aim to monopolize their industries should place a premium on finding a novel way of conducting a business – sometimes by simply changing one of the components of traditional business model. This is the first step in the disruption process.

The definition and importance of a business model

The term 'business model' has become prominent in recent years and led to a lot of publications. Many authors try to understand this concept by defining two underlying terms: 'business' and 'model'. Business can be described as a set of activities performed by an entity in order to deliver value to customers – they all involve financial, commercial and industrial aspects and the main goal of any business is to make a profit. Model, on the other hand, is a systematic description of an object or a process that shares its important characteristics. Therefore, by putting these elements together, business model can be defined as 'a conceptual tool containing a set of objects, concepts and their relationships with the objective to express the business logic of a specific firm' (Osterwalder, Pigneur & Tucci, 2005, p. 3). Today's global business environment has created a dynamic business context, where most businesses are compelled to learn how to use their business models as a tool to gain competitive advantage over international competitors. Therefore, discussing capabilities and strategies through business model is necessary for value creation and can help to reduce complexity of business processes to an understandable level and improve performance in a long term.

An overview of Airbnb

Airbnb describes itself as 'a trusted community marketplace for people to list, discover and book unique accommodations around the world' (Gerwe & Frojan, 2017, p. 3). It is an American home rental company based in 2008 in San Francisco that allows ordinary people to list their private accommodation spaces for the widest audience of tourists through its platform. Initially the idea was to create a website to provide airbeds for special events all across the United States and give travelers a chance to network with hosts and other people participating in an event. Now, the website offers a wide range of accommodation, from a shared room to a luxury villa, giving an opportunity to making some extra money from renting out private spaces and meeting interesting people.

Conclusions

- The platform takes full advantage of its market potential and owes its great success to its innovative business model
- capturing value through open innovation practices has a huge impact on the company's performance
- Business Model Canvas can be a great tool used to assess different aspects of operations and implement a successful strategy.

The concept of Business Model Canvas

Business models in global competition must be focused not only on processes inside the firm. Companies should look outside their boundaries for concepts and ideas to bring in or needs for internal solutions to be licensed. There have been many concepts and classifications of business models but the first one to characterize the open business paradigm was Business Model Canvas (BMC) developed by Osterwalder and Pigneur in 2010 (Bonazzi & Zilber, 2014, p. 622). BMC was defined as a model used by companies to create, deliver and capture value from the processes that may occur as both 'outside in', i.e. bringing in external ideas, technologies and intellectual property, or 'inside out', i.e. selling or licensing them outside of a firm. In this context, The Business Model Canvas consists of nine building blocks that easily define and communicate a business idea of a company and describe the rationale of how an organization works. The segments of BMC are presented in the table below.

Segment	Definition
Key Partners	The network of suppliers and partners that makes the business model work
Key Activities	The most important actions a company must take to make its business model work
Key Resources	The most important assets required to make the business model work.
Value Proposition	Packages of products and services that create values for specific Customer Segments.
Customer Relationships	Types of relationships the company establishes with a specific Customer Segment.
Channels	How company communicates with and reaches its Customer Segments to deliver a Value Proposition.
Customer Segments	Different groups of people or organizations the company aims to reach or to serve.
Cost Structure	Costs incurred to operate the company's business model
Revenue Streams	Money a company generates from each Customer Segment.

Source: adapted from Bonazzi, F., & Zilber, M. (2014) Innovation and Business Model: a case study about integration of Innovation Funnel and Business Model Canvas, Review Business Management, 16 (53).

Canvas Model for Airbnb

BMC is a great tool to have a holistic view of business structure of Airbnb. It provides a full insight on how the platform generates income and helps to understand the importance of implementing the crucial tactic – providing home listings at a global scale. The segments of Airbnb's business model are depicted in a visual chart below.

Key Partners <ul style="list-style-type: none"> Hosts Investors Corporate Travel Partners and Managers Photographers Insurance companies 	Key Activities <ul style="list-style-type: none"> - platform development and maintenance - refining Value Proposition - marketing & promotion - protecting sensitive information - maintaining customer service 	Value Proposition <p>For the guests:</p> <ul style="list-style-type: none"> - low cost accommodation (low cost strategy) - access to ratings - variety of accommodation types/activities - ease of transactions <p>For the hosts:</p> <ul style="list-style-type: none"> - income generation by renting their space - meeting new people - booking management - ease of transactions 	Customer Relationships <ul style="list-style-type: none"> - CRM software: mobile app, website, social media - real-time communication - personal assistance - contact via mail/SMS 	Customer Segments <p>Segmented market</p> <p>Criteria:</p> <ul style="list-style-type: none"> * demographics * geography * income bracket * needs <p>Hosts & Guests</p>
Key Resources <ul style="list-style-type: none"> - platform (website and mobile app) - strong brand reputation - highly skilled employees 		Channels <p>Virtual channels</p> <ul style="list-style-type: none"> * awareness: digital ads, social media platforms, word of mouth, referral program * evaluation, purchase, delivery, and after sales: website, mobile app 		
Cost Structure <ul style="list-style-type: none"> Marketing/customer acquisition costs Employees'/freelance photographers' salaries Platform development and maintenance costs Transaction costs Legal and administrative costs Insurance 		Revenue Streams <p>Fee-for-service model</p> <ul style="list-style-type: none"> - hosts: 3-5% of the total transaction amount - guests: 6-12% of the transaction amount every time a reservation is made, depending on the length of stay Events: only hosts 		

Source: own work based on Gerwe, O., & Frojan, M. (2017). Airbnb: Disrupting the Hotel Industry? IE Business School, 317-0270.

References

1. Osterwalder, A., Pigneur, Y., & Tucci, C.L. (2005) Clarifying business models: origins, present, and futures of the concept, Communications of the Association for Information Systems, Volume 16, 1-25.
2. Bonazzi, F., & Zilber, M. (2014) Innovation and Business Model: a case study about integration of Innovation Funnel and Business Model Canvas, Review Business Management, 16 (53).
3. Gerwe, O., & Frojan, M. (2017) Airbnb: Disrupting the Hotel Industry? IE Business School, 317-0270.

Start it up!

A **startup** is a temporary organization or a young innovative enterprise looking for a business model that would provide it with profitable growth.

Eric Ries (American entrepreneur, blogger, and author of "The Lean Startup") defines a startup as an enterprise that was created to create a new product or service in risky and uncertain conditions.



Purpose of this poster is to draw the attention of viewers and encourage to discussion about work in a startup .

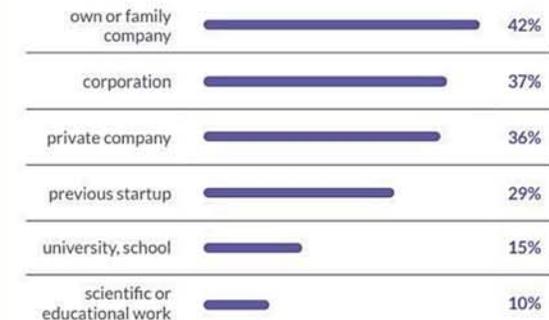
In a start-up:

- **Responsibilities often change**
- Any problem can be an opportunity for you to take the required situation
- **Startup allows you to test yourself in many roles and develop**
- Working here is the best training
- **Your input and ideas count the most**



What did the founders do before creating their startup?

Source: Startup Poland



In our opinion a startup can attract people who are happy to support a given idea financially.

If we have an original idea that also responds to the current needs of consumers, it will certainly meet with interest.



Emilia Trzeciecka
Aneta Szewczyk
Karina Stefańska

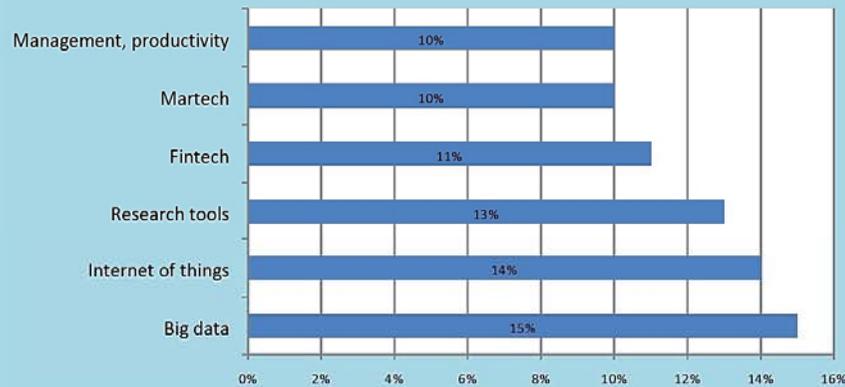
COOPERATION OF POLISH STARTUPS WITH CORPORATIONS

M. Beauchamp, J. Krysztofiak-Szopa, A. Skala, Polskie startupy. Raport 2018, Fundacja Startup Poland, Warszawa 2018

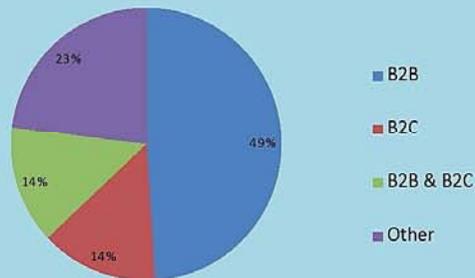
What Polish startups do? Who they cooperate with? Who is their client?
The main purpose of this poster is to answer the above questions.



Areas of startup activity in Poland

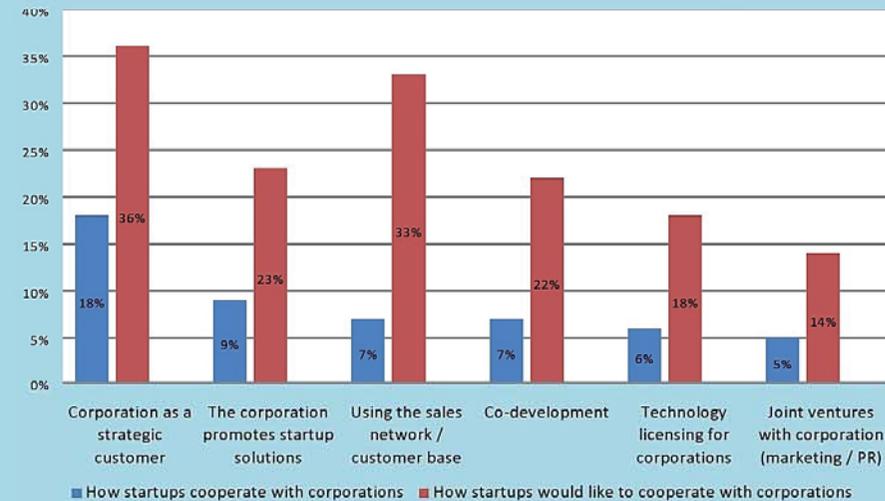


The main business model of Polish startups



Respondents selling only in the consumer model earn regularly less often (36%). Conversely, in the case of B2B, where 44% have a regular income.

Startups and corporations cooperation



Conclusions

Startups in Poland want to cooperate with corporations. Almost half of them deal exclusively with B2B sales. The purely consumer model is losing popularity because in the case of B2B you simply earn faster.

82% of surveyed startups submit declarations of willingness to cooperate with a corporation. However, very often the real form of cooperation is different than expected.

WHY AIRBNB BECAME SUCCESSFUL?

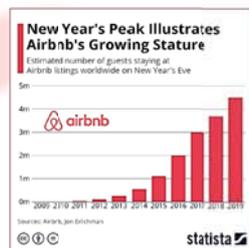


THE MILLION DOLLAR IDEA

In 2008 two design students realized that one day they could not pay the rent for their apartment. That week an important design event was held in San Francisco and all of the room in every hotels were sold out. Then Brian Chesky and Joe Gebbia came up with a brilliant idea: they would set up a website and buy inflatable beds to take advantage of the space they had in their apartment. 'Air bed and breakfast'. Air bed and breakfast. Airbnb. That easy. Nathan Blecharzyk was the third to join the project, supporting Brian and Joe in building the website to post the ad. A year later, in 2009, the accelerator YCombinator provided them with \$ 20,000 to perfect the model, and soon after, the Sequoia Capital firm, from Menlo Park, injected 600,000. Thus they made a privileged place in the select club of founders of technology startups. Airbnb now has over four million listings in 65,000 cities across 191 countries.

Airbnb is an internet platform for short-term rental of accommodation directly from private individuals. It is an alternative to hotels, hostels and Guesthouses. Some of the offered accommodation is extremely original. Properties for rent on the Airbnb platform have various standards, location and prices. You can rent a bed in a shared room, a separate room or an entire apartment. You can find not only the ordinary rooms or entire apartments, the owners also rent their private villas with swimming pools, lofts in the very center of world metropolises, tree houses, rooms on boats or caravans. As a result, your journey will become even more comfortable and unique. Prices are set by the hosts individually, according to their preferences, and Airbnb charges a commission for each accommodation reserved via the website.

HOW DOES AIRBNB DIFFERENTIATE?



Safety
Airbnb offers guests a guarantee of up to 30,000 euros, which covers the property in the event of loss or damage caused by theft. Regarding booking, Airbnb suspends the payment of the guest for 24 hours upon arrival, making sure the guests are satisfied.

Wide range
Great customer experience focused on the diversity of residences Airbnb offers accommodation in an apartment, cottage, castle, wooden house built on a tree or yacht.

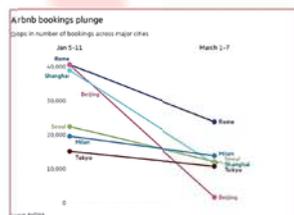
Appearance of the website
What is valued in Airbnb is photography, high resolution in many cases, images covering 60% of the network and dynamic geolocation in which you can navigate depending on the geographical location of the residence.

Experience live, get to know the culture and the locals
Live a 100% local experience: booking this type of accommodation allows you to meet a person who belongs to the place you are visiting and live in an authentic private house. It is a way to get closer to the culture you are in, to understand what their homes, customs and traditions are. Hotels sometimes do not know how to transmit the local essence to you. Hotel franchises are usually the same in all parts of the world.

CORONAVIRUS

With global travel nearly at a standstill, the home-sharing giant is expected to lose \$1 billion through the first half of the year, and its private-market valuation is dropping, according to people familiar with the company's finances. Airbnb's valuation, in the private secondary market for shares held by early investors, has dropped from \$150 per share a few weeks ago to under \$90 a share, valuing the company at less than \$30 billion.

When the coronavirus hit China and then Europe, Airbnb's bookings plummeted. In Beijing, little more than 1,600 bookings were made between March 1 and March 7, down 96% from the Jan. 5 to Jan. 11 period, according to AirDNA, an analytics firm that tracks the short-term rental market. By late March, Airbnb reservations across the USA dropped 80% from about 500,000 a week on March 1 to about 100,000 by the end of the month, according to AirDNA.



CONCLUSIONS

We believe that Airbnb's success is based on an idea. Seemingly simple, not distinctive, surprisingly, it turned out that the application is very much needed and many people around the world are delighted with it. The most important thing that distinguishes Airbnb as a company is that it has a clear sense of purpose: travel and join the experience, and it's very easy to use. You should not need instructions to use it. But most importantly, it's about fun and entertainment. Because people are increasingly rejecting fancy hotels in favor of experience and emotions. Who would not prefer to live in a treehouse or a boat room instead of a boring hotel? All these factors affect the development of the company, which despite several falls bravely faces new problems and moves forward.

ADVANTAGES



Price
When you rent a flat with several people, the costs are much lower than in a hotel. In addition, when renting a hotel you will eat two or three meals in restaurants. In the apartment you can prepare your meal sometimes. The cost of housing outside the city center or in low season also competes with hotel accommodation. You can really save money using Airbnb.

More facilities in less popular destinations.
Hosts from regions where there are not many hotels are advertised in Airbnb. Traveling by car, we can find a hidden pearl somewhere off the main road. On the other hand, there is also a chance for a nice apartment: in a great location, where expensive objects dominate.

Ease of use
The portal is easy to use. Filtering is great because you can search by neighborhood or on an interactive map. You can also select parking options or places that children or a pet is accepted. It is a very intuitive tool, although it takes many hours to find the right place.

Unlimited rental time
Despite the fact that Airbnb would like to compete with hotels, their biggest strength is renting for longer. Agencies are not willing to rent premises for a month or two. And living so much time in a hotel would be uncomfortable and more expensive.



DISADVANTAGES

Lack of privacy
Staying in a house where residents are staying all the time can be uncomfortable. Using Airbnb we are no longer as anonymous as in a hotel. Some may be disturbed by such direct and private contact with the owner or other tenants.

No specific location
Usually, the description of the offer does not include a specific address, only the description of the location where the object is located. The map shows a marked approximate area, and from the description you can find out how close it is to the metro station etc. The exact address is known after booking.

Canceling the reservation by the host
One of the disadvantages of Airbnb is the fact that the owner may cancel our stay a few days before our arrival. Airbnb will return the money. However, few days before our trip there will be no available apartment or hotel. This is the biggest Airbnb problem which practically does not occur in hotels.

No free cancellation
In Airbnb there is a free cancellation option (it is called 'flexible' cancellation policy), but it depends on the host. Hardly any host chooses it. In addition, even if the apartment has a "flexible" cancellation, they still do not refund the Airbnb service fee.

Misunderstandings with hosts
Unfortunately, there may be a situation when the landlord changes his mind, but he wants you to cancel the reservation (because he loses Superhost status by doing this). Or when you rent a room and your roommate is "specific". This prevents many people from using the site.

Barbara Treška
Natalia Wiśniowska

From start-up to cooperation

IN THE TECHNOLOGICAL WORLD, COMPANY DEVELOPMENT IS USUALLY AT ONE OF THREE STAGES: A STARTUP, A COMPANY AT THE GROWTH STAGE, AND A CORPORATION.

1. Startup

In general, a startup can be defined as a company that is very young and its product does not yet meet market expectations. This is a company that is just trying to come up with a product that can start a viable business. Although they have a large shortage of money and time, good startups provide an optimal environment for quickly acquiring the necessary knowledge and skills. Working in a startup, in the face of an indefatigable pursuit of a product-market correspondence, is usually stressful, debilitating and risky. But such an experience can be extremely positive.

2. The company is at a growth stage

Having turned out to be sufficiently competent and successful (usually it is required both), in order to ensure the conformity of "product - market", the startup starts to solve another equally difficult task - to grow effectively. You need not only to hire new people, but also to figure out how to repeat the success achieved at an early stage, working with new, related products. At the same time, you need to develop your core business as quickly as possible.

3. Corporation

These are companies that have successfully passed the stage of scaling and have begun to build a stable long-term business. Strong technology companies know that in order to continuously create new value for consumers and their own business, they need to constantly innovate. In a corporation, it is most often necessary to support existing directions of development or to promote your ideas, but very gradually, slowly, step by step.

TO GET "FROM STARTUP TO CORPORATION" YOU NEED A LOT OF TIME, EFFORT, DESIRE AND DEVELOPMENT. A HUGE CONTRIBUTION AT THE INITIAL STAGE AND CONTINUOUS IMPROVEMENT OF YOUR BUSINESS WILL HELP TO ACHIEVE SUCCESS IN THE DEVELOPMENT OF FUTURE BUSINESS.

Yuliia Komenotrus

From Startup to Corporation

How important is good product development for a growing company?

To develop a product that sells and brings a company substantial profit for its development, companies not only have to conduct a market research, they also need to understand consumers and their needs. Sometimes they go as far as to analyze people's automatic, primal behaviors and habits in order to develop a successful product. An example of such company is an American corporation Procter & Gamble that created a product called "Febreze" – a spray for air refreshment that became a world phenomenon and transformed into a business worth millions of dollars. To achieve such success they conducted a lot of research and used habitual desires and customer wants in order to market and appropriately present the product to their potential customers.

Initially the product called "Febreze" was a flop and the company could have lost millions of dollars on developing it. At the beginning stages of the product development, Procter & Gamble have introduced "Febreze" to selected shops but no one wanted to buy it despite the fact that the product worked and was good at masking bad smells. Procter & Gamble's representatives were trying their best to promote the product giving out samples and conducting interviews with local people to understand how "Febreze" could make their lives better. The "Febreze" team almost lost hope and was facing group layoffs. Fortunately one interview changed how the team perceived "Febreze". The company representatives met a lady that was working as a guard in a national park. She claimed that "everything in her life smelled like a skunk" and because of that no one wanted to visit her or be with her. She was very unhappy before she found out about "Febreze" because she could not get rid of bad smells from her life. Everything changed after she bought a product. The lady expressed gratitude towards the company representatives for developing a product that changed her life for the better. It was a breakthrough moment for the team working on "Febreze", in that moment they realized they will earn a lot of money.

After the interview with the woman, they focused on a marketing campaign that was supposed to target people's basic habits and desires. They realized that the key to selling "Febreze" was to show the obvious reward that came from using it and focus on a clue – like dog laying on the couch in the hall. They created commercials showing beautifully smelling house or people that got rid of the cigarette smell from their clothes by using "Febreze". Deeper understanding of people's needs and desires enabled them to make this simple product a business worth millions of dollars.



P&G

Achieving growth through product development

A main source of business growth is through product innovation. In order to have new products there have to be a lot of research made and a lot of ideas generated. An idea is a plan, a scheme, a way for doing something a thought process. But most importantly by their very nature ideas are creative and providing answers to problems. They help to meet the needs of customers and they also make products distinctive from those of the competition.

New product can be launched at any stage of company development. But corporations have an edge over startups and middle-sized companies if it comes to introducing and developing new products having much more resources, men power and experience. However, each organization needs to go through several stages of product development process to release the product:

Product development process



To sum up, achieving company growth at any level of business development requires thoughtful product development process to be able to bring company to a new level. There is no company growth without successful products and product diversification.



Authors: Justyna Szczepaniec, Natalia Węgrzyn, Katarzyna Puzio

Bibliography:
 "Business Development For Dummies" Anna Kennedy, John Wiley & Sons Ltd. 2015
 "The power of habit" Charles Duhigg PWN 2014
 Learnpick.in

**F
R
O
M

S
T
A
R
T
U
P

T
O

C
O
R
P
O
R
A
T
I
O
N**

The main goal of poster is showing what the startup must do to developed and become corporation.

CORPORATION - is a legal entity that is separate and distinct from its owners. Corporations enjoy most of the rights and responsibilities that individuals possess: they can enter contracts, loan and borrow money, sue and be sued, hire employees, own assets, and pay taxes. Some refer to it as a "legal person"



The term startup refers to a company in the first stage of its operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is a demand. These companies generally start with high costs and limited revenue which is why they look for capital from a variety of sources such as venture capitalists.

STARTUP

DEVELOPED: MONIKA KROMKA, MARIA KUCZ, MAGDALENA ŁACH

From Startup to ... Corporation

K. Kowalewski, M. Klocek

Objective: Is it possible to achieve international SUCCESS immediately, or do you need a GOOD IDEA, solid and consistent work and perseverance at first?

82% of successful business owners admit they have the right qualifications and backed up experience to run a company, even with limited cash flow.

Small Business Trends

It only takes **six days** to start a business in the United States.

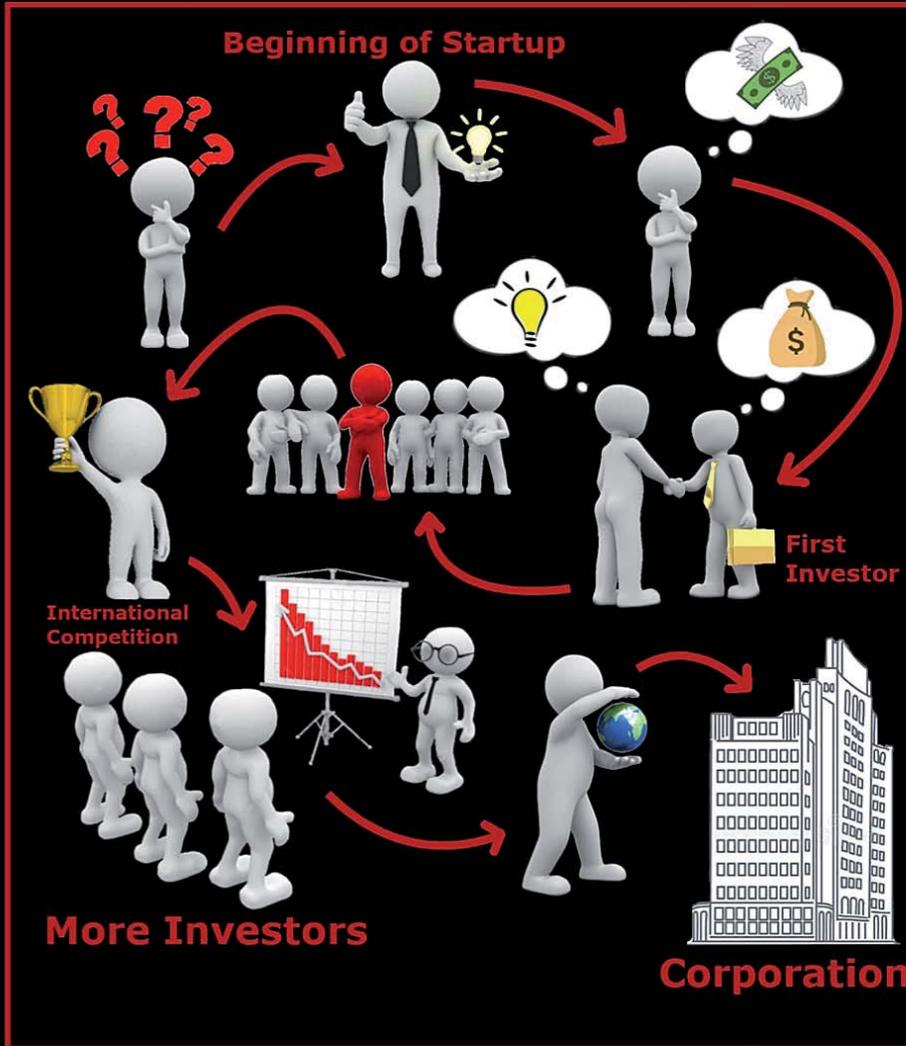
Dynado

1 in 3 begin their small business with less than \$5,000.

Small Business Trends

In 2015, startups created over **2 million jobs** in the U.S. alone.

U.S. Census Bureau



The most popular small business financing methods in 2018 were:

- Personal funds 77%
- Bank loan 34%
- Borrowing from family/friends 16%
- Other funding 11%
- Donations from family/friends 9%
- Online lender 4%
- Angel investor 3%
- Venture capital 3%
- Crowdfunding 2%

- Top 10 causes of small business failure:**
- * No market need: 42%
 - * Ran out of cash: 29%
 - * Not the right team: 23%
 - * Got outcompeted: 19%
 - * Cost issues: 18%
 - * User un-friendly product: 17%
 - * Product without a business model: 17%
 - * Poor marketing: 14%
 - * Ignore customers: 14%
 - * Product mistimed: 13%

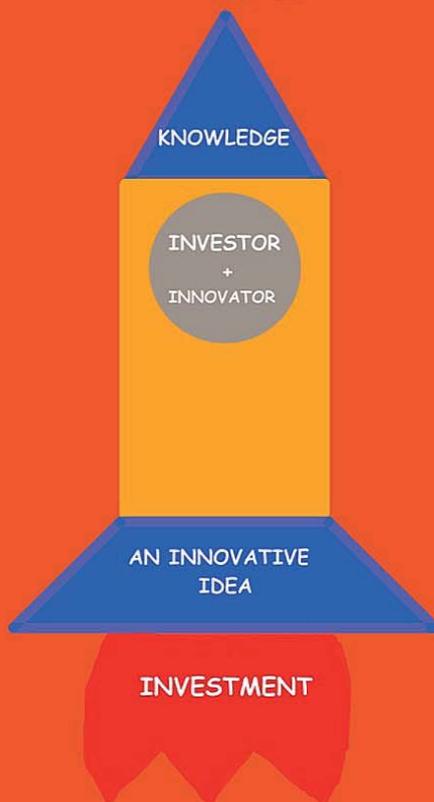
- How to build a successful startup?**
- Determination
 - Start with a solid plan
 - Enough time
 - Human Resources
 - Get finance
 - Create marketing
 - Begin networking as soon as possible
 - Surround yourself with the right people
 - Stay ahead of everyone else
 - Maintain a balance between work and and life

- Conclusion:**
1. Startups start with an idea.
 2. Startups don't do projects. They build products.
 3. If you want to build a successful business, you need to be focused on a single goal.
 4. Lots of corporations were startups at first. They did not have a lot of capital, they tested their ideas among friends and relatives. The success of those startups would be impossible if it wasn't for their huge time contribution, high motivation, open mind, good marketing and persistent pursuit of the goal.

From innovation to cosmic effects



SUCCESS



In Poland, startup development opportunities are used to a lesser extent than in highly technologically developed countries, such as the USA. There are 175 unicorns in Asia (startups valued above USD 1 billion), in the USA 115, in Europe 30 in Europe, and in Poland there are none.

Are we able to strengthen the development of innovation in Poland? What are the possible solutions?

- Building a knowledge-based economy that produces advanced products and services.
- Using EU funds to develop startups.
- Using support from business angels or venture capital funds and other forms of assistance e.g. bank loans.
- PARP programs that enable startups to support experts and allow a non-returnable grant of up to PLN 1 million.

-Problems of Polish startups

- Companies finance their development primarily from their own resources. This is a safe approach, but at the same time inhibiting the growth rate. Own resources are usually very limited and are not always sufficient to meet all needs.
- Even 50-80 percent startups in such an initial phase fail.
- Polish startups must face legal, staff and, above all, financial barriers.
- 60% Polish startups currently have no foreign customers, activity on markets outside Poland is currently declared by only 39 percent. Polish startups.

REMEMBER ABOUT

1. MOTIVATION
2. BUSINESS IDEAS
3. FINANCES
4. MARKETING
5. PR - public relations
6. LAW
7. HR, or people

Conclusions:

- Many business owners believe that the lack of funds prevents their businesses from growing. You need to have a lot of knowledge to organize your investment portfolio well. Polish innovators must effectively use all available sources of support.
- Startups should strengthen promotional activities on the domestic market and abroad.
- Expert support and research assistance gives much better results for the work of innovators.

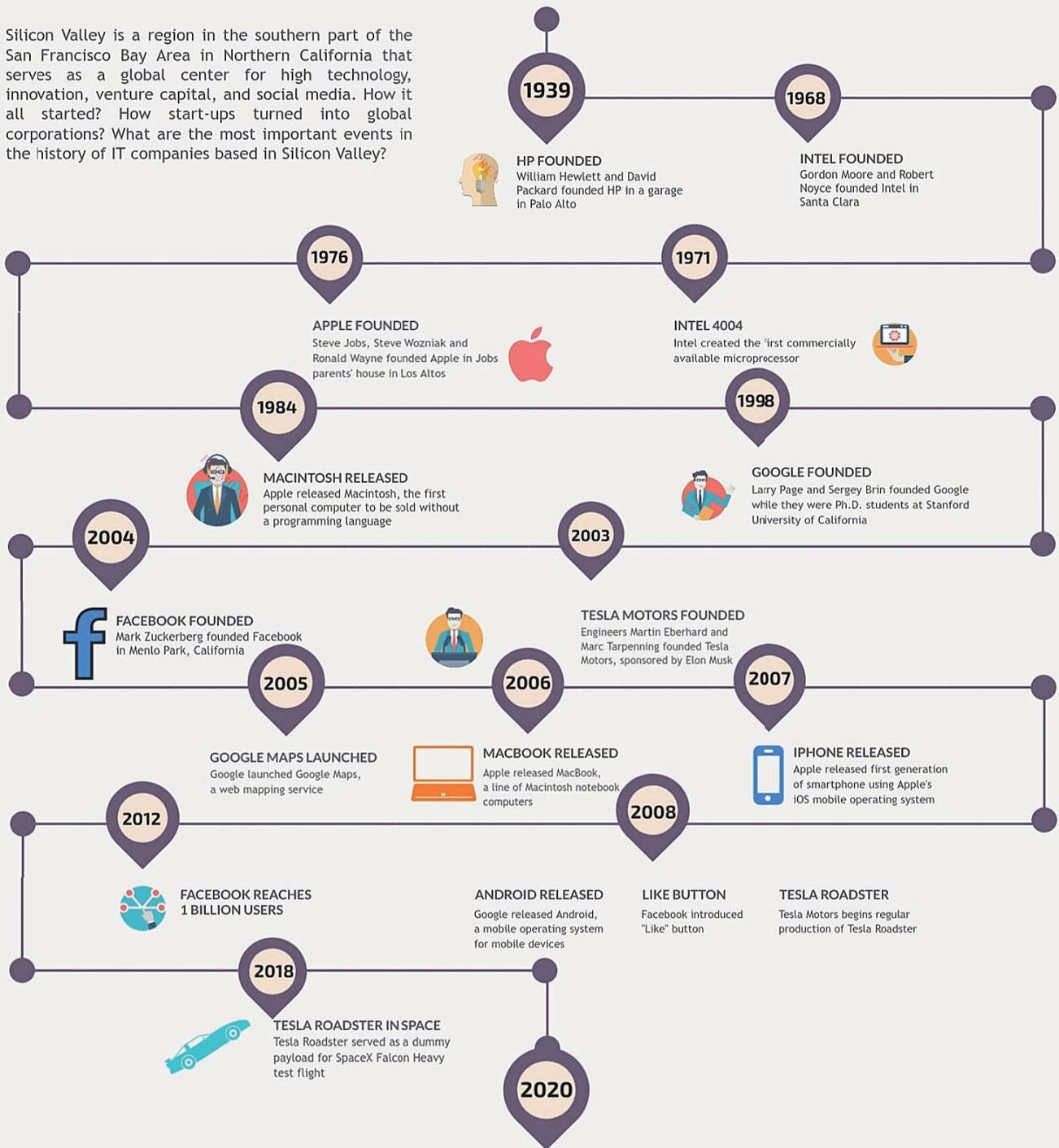
M. Kłaś

DEVELOPMENT OF IT COMPANIES

IN

THE SILICON VALLEY

Silicon Valley is a region in the southern part of the San Francisco Bay Area in Northern California that serves as a global center for high technology, innovation, venture capital, and social media. How it all started? How start-ups turned into global corporations? What are the most important events in the history of IT companies based in Silicon Valley?



The 20th and 21st century was a time of rapid growth of IT companies in the Silicon Valley. Major discoveries and inventions in the 20th century, like microprocessors, served as a base for future development. At the turn of the century, many new start-ups emerged and within several years, turned into worldwide corporations. Last years were a period of great inventions, like widely available electric cars, but also a time of growth of social media influence.

About the future, we know one thing...

... it is bright!

POSITIVE ASPECTS OF STARTUPS

advantages of small business

What are they?

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.

investopedia.com

Does being small mean being weak ?

The aim of the poster is to present the key advantages small businesses have over large competitors. Being small does not mean being on the lost position. Why would you resign from developing our own ideas by setting your own small company because of the huge competition from big corporate competitors. One should consider number of positive aspects of being the small one. Lot of them big corporations wish to have.



Customer expectations

Large companies' mass-market customers are unforgiving, whereas target audience for startups are early adopters seeking for innovation even at the cost of loss.



Brand flexibility

A startup can change the way it presents itself and its products or services, meaning it can even change the name whereas large companies don't have this flexibility



Legal barriers

Corporations are motivated to construct legal barriers, to protect their businesses from competition. Startups do not follow such rules, being strongly supportive to each other.



On the rise

There are 472 Million entrepreneurs worldwide with 100 million startups opening each year. Out of these 1.35 million are tech startups

get2growth.com

Be brave start your own startup today!

Made with PosterMyWall.com

References

1. Smith, K.A., Sheppard, S.D., Johnson, D.W., Johnson, R.T. (2005). Pedagogies of Engagement: Classroom-based Practices, *Journal of Engineering Education*, 94(1), 1-15.
2. Brown, B.A., Reveles, J.M., Kelly, G.J. (2005). Scientific literacy and discursive identity: A theoretical framework for understanding science learning, *Science Education*, 89 (5), 779-802.
3. King, L. (2013). Helping early career research scientists ascend the professional ladder, *Trends in Biochemical Sciences*, 38 (8), 373-375.
4. Zierath, J.R. (2016). Building Bridges through Scientific Conferences, *Cell*, 167 (5), 1155-1158.
5. Gródek-Szostak, Z. (2019). *The Poster as a Form of Active Participation of Students in the Scientific Movement*, EDULEARN Proceedings, International Association of Technology, Education and Development (IATED), Palma, Spain, 10630-10633.
6. OchoaSiguencia, L., Herman, D., Marzano, G., Rodak P. (2016). The Role of Social Media in Sports Communication Management: An Analysis of Polish Top League Teams' Strategy, *Procedia Computer Science*, 104, 73-80.

