The ten commandments for understanding **Start-ups**

These are emerging and multidisciplinary companies that seek disruptive formulas for the resolution of any eventuality.

There is a wide variety of professional profiles that enrich the corporate structure.

The methodology is based on trial and error, which allows them to find innovative solutions.

There is a struggle between **evolution and disappearance.**

These are **young, creative companies** that are emotionally close to their clients.
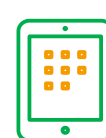
80% have an engineer among their founders. Engineers, business people, lawyers and programmers are some of the profiles which are most in demand.

Capacity for constant growth: they are able to replicate their business model in different markets.

The work environment shows a high level of motivation and satisfaction.

The management of **social networks and network platforms** is essential.

They are scalable: the business model allows for **quick growth without a proportional increase in costs.**