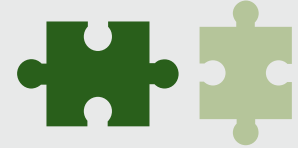


THE TEN COMMANDMENTS FOR UNDERSTANDING START-UPS

1

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



2

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



3

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



4

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



5

These are **young, creative companies** that are emotionally close to their clients.



6

80% have an engineer among their founders. Engineers, business people, lawyers and programmers are some of the profiles which are most in demand.



7

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



8

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



9

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



10

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



Source: Global Startup Ecosystem Report 2017.