Emergence of Startup and Online Business

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Here's What We Will Be Learning in this Presentation:

SUMMARY

- ❑Introduction to Startups
- ❑Funding a Startup
- ❑Stages of Financing a Startup
- ❑Reasons Why Startups Fail
- ❑Companies which have been a Startup Success
- ❑Introduction to online business and brick-and-mortar
- ❑Differences between brick-and-mortar and Ecommerce
- ❑Case study of omnichannel technology
- ❑Exercises

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VOCABULARY

Mediocre: of only average quality; not very good.

Incubator: in the business world, an incubator is an enterprise that is set up to provide office space, equipment, and sometimes mentoring assistance and capital to new businesses that are just getting started.

Merit: deserve or be worthy of (reward, punishment, or attention).

Lease: to make a legal agreement by which money is paid in order to use land, a building, a vehicle, or a piece of equipment for an agreed period of time.

Validation: to make something officially acceptable or approved, especially after examining it.

Seamless: happening without any sudden changes, interruption, or difficulty.

Omnichannel: denoting or relating to a type of retail which integrates the different methods of shopping available to consumers (e.g. online, in a physical shop, or by phone).

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