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## Startups Challenges

# Keeping Pace with Changing Technology is the Key

A startup is an entity created in search of a viable, profitable and scalable business model. Startups don't last forever. They're volatile in behavior and end up either in success or failure. A startup to come into picture and flourish thereafter goes through a series of challenges.

The initial hurdle right at the inception of the startup, along with various others, is to establish the right technological environment required for your business. Rapid changes in technology can really throw a startup off-kilter. There's a lot of pressure to move quickly and beat the competition to a solution. In-depth market research and analysis, understanding the prerequisites and electing the most suitable tech-stack based on the market trends would form the base of the business. Also, technologies that are main-stream today may be eliminated over the next few years. Therefore, decision making at this point needs to be smart, effective and futuristic. Decisions on the hardware set up and what technologies to run the business on, depending on the nature, size as well as the location of the business is the first step of forming a startup.

### Disaster Management Planning

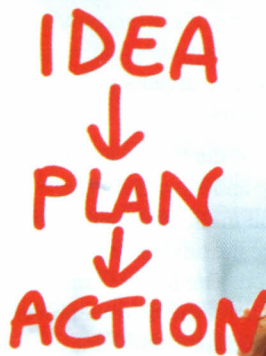
The next important step is fitting a robust IT infrastructure and making business prepared for disasters like hardware failures and backup failures etc. Data, facts and knowledge is the lifeline of any business and thus arises the need for a strong disaster management plan. Cloud based solutions deliver convenient and comprehensive backup and disaster recovery choices. Putting in place a reliable and exhaustive means of storing and backing knowledge, readies a business for any unexpected calamities.

Once the environment is in place, a hunt for the right pool of talent starts. Hiring employees can be a nerve-racking experience for any startup because of its inability to draw top talent into a startup environment. Adding a large volume of employees in a short period of time can place a serious strain on a startup. Thus, hiring the right candidates with the required tech skills, at the right time becomes mandatory.

In this rapid age of technology, we have millions and millions of things connected to the internet and with the outset of every new startup, this list of things grows. The never ending market of internet of things is overwhelming for many. IoT is unquestionably an



universalizing. No business can flourish without a substantial online presence. Even-though the ecommerce sector is growing nimbly, doubts still prevail on the risks attached to payment gateways and frequent online fraudulent practices. Building a foolproof system, that is dependable and reliable, and creating awareness about the same is an essential criterion for an established online presence.



opportune space for startups. While IoT provides a lot of benefits, it also emanates apprehensions. Maintaining and monitoring the ginormous amount of data resulting from business activities and its security is a reason for concern. Cybersecurity thus needs to be paid much attention.

### A Robust Strategy

Technology has gifted us a medium to connect globally. A fair understanding of online platforms and practices is the need of the hour, since digitization is

Technology moves at an incredible speed, and keeping up with the changes can be a challenge for startups. They therefore need larger flexibility to cope up with the dynamic environment and to survive under high level of risks. They require a robust strategy that embraces change, a method that responds to business requests whenever they're created, a process that's versatile enough to bring a change to the process itself.

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