

NAVIGATION STARTUP PROBLEMS AND CHALLENGES IN THE MODERN BUSINESS LANDSCAPE

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ABSTRACT

The term startup is a newly established business, usually at its starting stage of its operations and development. startups are founded by entrepreneurs or small groups of individuals who bring unique products, services, technology to the market. Startups give birth to innovative ideas, which contribute to finding answers to many unknown problems of society. The main objective of this paper is to overcome the problems and challenges of society. Startup faces many challenges and problems such as financial support, lack of demand, knowledge and skill gap, etc. Unemployment is the main issue of the economy; it can only be reduced by addressing the challenges and problems faced by startup entrepreneurs. In recent year startup have gained much attention due to their potential for innovation, economic growth, and job creation. External advisor and investor recommend varies plan to achieve target through group-discussion communication, well-mannered with a barrier free communication through appropriate channels. In today's era the competition in the market is too high, since the new startup or entrepreneur faces difficulties in growth and development. In the future AI (artificial intelligence) can help business in predicting the future. So, this paper focused and discussed the challenges confronted by startup entrepreneurs and this paper gives a deep and brief knowledge which will help you to overcome the challenges, as well as compare the existing paper which is already been researched.

Keywords: startups, problems and challenges, lifecycles, theories, innovation, economic growth.

INTRODUCTION

A startup venture could be defined as a new business which is at the beginning stage or at the growth and development stage is called a startup. Startup are founded by one or more entrepreneurs who want to start a business to provides services to customers or public (Mitchell Grant 2022). To solving a problem is a fundamental skill of an entrepreneur. Startup problems occur when you have lack of knowledge about the market, the main problem comes for a startup that Is to make a uniqueness in the product. India also comes in the 3rd largest country in the world for startups globally with over 99,000 DIIT- recognized startups (Forbes 2021). Startups play an important role in the growth and development of the economy, and because of startups the unemployment rate of the country also decreases. First many startups fail in early stages and one third of them turn into companies -" rate of failures is high" (e.g., 47% of startups failed in 2022) (e.g., see, vesper 1990). Everyone has a dream to start a company. But in today's environment/world competition is more to get resources like funds, manpower etc., Because of this, many graduates prefer to join in established entity who are attracting them with six digits salary. But some people are taking it as challenge and becoming entrepreneurs. India is encouraging the people who have innovative ideas to start a new business i.e., STRATUP. Start-ups are

one of the major driven of job opportunities and economic growth like creating jobs, and increase per capita income and it creates positive impact on the economy. Today, technology entrepreneurship is a global phenomenon with startup ecosystem emerging world over. Start-ups are growing at the rate of 5X compared to 15 years ago, a per the economic survey 2015-2016.

Second there are many reasons for failure in startups like due to funding, leadership, knowledge and skill gap etc. Third, most important and difficult to survive in the market, after these three steps you might turn into successful startups (Aidin Salam Zadeh 2015). In a startup for entrepreneur business plan, business model plays an important role in the failure of a startup because if your business plan is not for long run period then your business will close within one year which is the main problems in startup (Mitchell grant 2022). Therefore, the main purpose to make and explain this paper, what Challenges and problems come or might face by an entrepreneur. Thus, this paper gives a brief explanation about the startup's problems. For e.g. In this we discussed (1) startup theories, (2) startups lifecycle (3) startups problems etc.

STARTUP THEORIES

As you know there are several theories related to startups which are valuable and important for an entrepreneur. In this research paper we talk about some main theories like: -

- A. MANAGEMENT THEORIES
- B. ORGANIZATION THEORIES
- C. ENTREPRENEURSHIP THEORIES

Management theories focusing on startups

Management theories help in gathering and collection of ideas through which the entrepreneur gets to know about some general rules how to manage an organization or business (Jamie Birt 2023). With the help of theories, they address how to do strategic management which helps in achieving organizational goals or know about how to motivate employees. So here are some theories like,

- i. **Scientific management theory:** American mechanical engineer (Frederick Taylor) who was the one of the earliest management theorists who introduce the scientific management theory. He and his associate were the first individuals who studied work performance scientifically. According to Taylor, money was the key incentive for working, which is why he introduced the “fair day’s wages for a fair day’s work” concept.

Since then, scientific management theory has been practiced worldwide. The inferable collaboration between employees and employers involved together and work like a teamwork that people now enjoy (Shraddha Tiwari 2023).

The overall system is dependent on the other part of the system and cannot function without any part of the system. According to the theory, the success of the organization depends on several key elements: synergy, interdependence, and interrelation between various subsystems. Employees are one of the most important elements of the company. According to this theory everything done in the company will be done on a collective basis department, workgroup, business unit rather than an isolated unit.

- ii. **Contingency management theory:** The contingency management theory says that one management approach is not suitable for every organization. In a fixed, rigid way or long runway one management approach is not beneficial because we must make changes in the organization. So, contingency theory says we must make ourselves flexible enough to adapt to the changing environment or situation (Chad Brooks). In contingency theory there is no specific technique for managing an organization. A leader should be quick to identify the management style suitable for a particular situation.
- iii. **Theory X and theory Y:** Douglas McGregor is the theorist accrued with developing these two-contrasting concepts. These theories refer to two management styles: the authoritarian (Theory X) and participative (Theory Y). There are two theory X and Y, X in this theory manager will not believe their employees they only work and on behalf of that they get paycheck, the employees do not take part in decision making (Douglas McGregor, 1960) Y this theory is a participative management style where managers believe employees want to work and make decisions with less supervision and easily achieve the organizational goals with the help of teamwork.

Entrepreneurship theories focusing on startups: The theory of entrepreneurship, entrepreneurship is defined differently by different writers and theorists. This theory helps to explain entrepreneurial experience in full form, and this helps to develop the ability, organize and run a business enterprise, along with this it helps to make profit in an uncertainty (Shraddha Tiwari, 2023). so here are some theories like:

- i. **Innovation entrepreneurship theory:** entrepreneur is basically different from normal businessman because entrepreneur finding new ideas for solving consumer problems. (Joseph Alois Schumpeter), one of the greatest economists, they give the well-known theory of the entrepreneur's which changed the entrepreneur's perspective. According to Schumpeter entrepreneurs play a crucial role in the development of the economy by adding very innovative and creative ideas.
 - 1) By reducing the cost of production
 - 2) By increasing the demand for certain product
- ii. **Economic entrepreneurship theory:** this theory was introduced by (Richard Cantillon) who says that the economy is one of the fields which is affected by entrepreneurship. The economic theories try to explain economic phenomena, to interpret why and how the economy behaves and what is the problem in the economy and what is the best solution for the economy. The approach to economic theory is divided into positive and negative.
- iii. **Sociological entrepreneurship theory:** yes, this theory talks about the social aspects of entrepreneurship. This theory is delivered by (max weber) the entrepreneur sees all the aspects related to social aspects like customs, culture, and other religious beliefs. The concept of that theory proposes that secondary sources of entrepreneurship development are sociological factors. The entrepreneur accepts all the rules and regulations of the society for the development of themselves as well as their startup.
- iv. **Opportunity based entrepreneurship theory:** In the theory of Peter Drucker define entrepreneur and entrepreneurship. The entrepreneur always looks for changes, responds to it and makes it an opportunity. Peter Drucker and Howard Stevenson focused on a wide range conceptual framework of entrepreneurship and hence counter Schumpeter's theory which states entrepreneurship as changes.

There are a few theories which are based on the approach of benefits through opportunities to create entrepreneurship ideas.

Organization theories focuses on startups: organization theory is very important for an entrepreneur and this theory is delivered by James Gardner March. The organization theory basically focused on how organizations work, and why some organizations are more successful than others. And it helps to explain how different elements within an organization – such as teams, individuals, departments and the overall structure- interact together and influence outcomes.

- i. **Classical theory:** The classical theory sees organizations as machines and human being as parts of the machine, that's why classical theorists believed that the efficiency of the organization will develop or improve with the help of efficiency of human beings. Classical theory was introduced by Adam Smith.

The classical theory says that every intricate concept has a classical analysis, classical theorists pay several Attention to the professional dynamics and bonds within an organization and how these connections may be impacting the company's functions and productions.

- ii. **Neo – classical theory:** Neo classical theory also known as the "Enlightenment", and this theory is pioneered by Elton Mayo. Neo classical theory is a modified version of classical theory which includes behavioral science in business management, in this theory organization is the social system, and its performance is affected by human efforts. The idea shows that how happy and comfortable workers feel, and how they get along with others, can really affect how well they do their job and how happy they are with it.
- iii. **Modern theory:** modern theory is also known as modern organizational theory, and this theory was invented by Henry Fayol. This theory considers the interaction between people within an organization and the external and internal environment. This theory uses both quantitative and behavioral sciences to generate it, this means that professional leaders who take on this theory may use statistical and mathematical information to make or take business decision while also bearing in mind the satisfaction and happiness of their employees.
- iv. **Motivational theory:** Motivational theory say that's you inspire or motivate your members of an organization to work they help to achieve organizational goals. This theory is delivered by Clark hull, according to the Theorists, the employees perform their job duties accurately completely when management knows how to motivative them correctly. To motivate the employees the business leader must understand the employees' behavioral patterns and preferences to know the most beneficial way to support them and they help in the productivity which help the business in the growth and development.
- v. **Open system theory:** Open system theory is also known as flow system, and open system theory is given by Ludwig von Bertalanffy (1956). It simplifies the concept that organizations are strongly influenced by their environment.

The aspects include:

1. Economic conditions
2. Cultural values
3. Education system

4. Legal consideration

These are some theories which help the entrepreneur in the starting stages of business and developing the business.

THE LIFECYCLE OF STARTUPS

A startup is launched to develop an idea with having the potential for significant business opportunity and impact. For an entrepreneur, an idea is the most important thing in the business, sometimes a great idea comes suddenly like a flash or light moment. But most of the times, it starts by working hard on an idea or solving a real problem that has an unreliable market by which the people pay for that. Moving from early- stage to venture- stage is well described (Ella- Tamar adhanan,2022) The evolution of a startup – from an idea to exit- is a continuous process. The startup lifecycle was given by Morgan Brown and many others. Basically, there are three stages of lifecycle of startups:

- 1) Bootstrapping stage
- 2) Seed stage
- 3) Creation stage

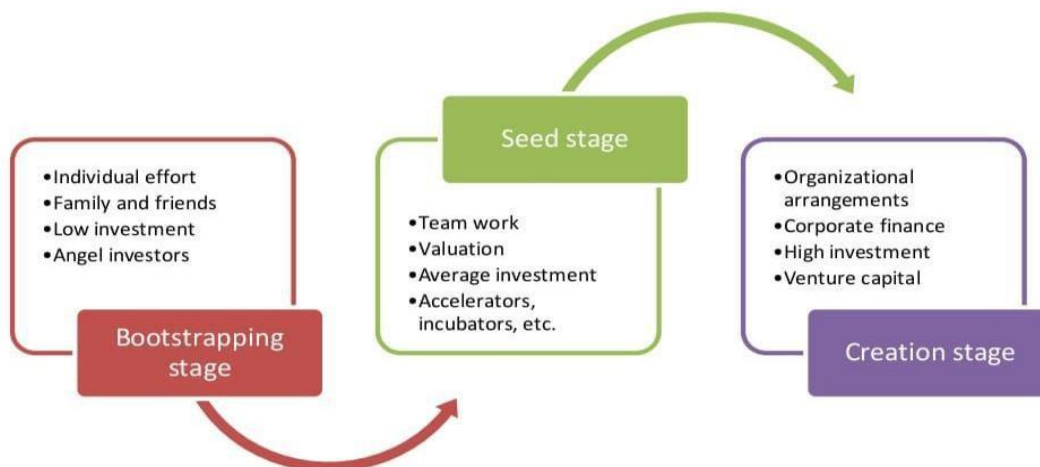


Figure 1. Lifecycle of startups (source: self-elaborated)

- i. **Bootstrapping stage:** Bootstrapped basically means when the startup founders are funding the startup on their himself. It can also apply to a stage of the company, such as when you are just creating the prototype (Matt Zeltser,2015). An individual will be bootstrapped when they attempt to found and develop a company from personal finance or the operating revenue of the new company. This type of financing allows the entrepreneur to maintain more control, but it also can increase financial stress. The owner of the company can bootstrap by cutting costs, personal expenses or looking for other innovative short- term financing solutions. GoPro, Facebook, and Amazon are examples of companies with bootstrapping stages (Will Kenton,2023). Bootstrapping stages are very important and crucial stages for every entrepreneur because in this stage the company builds their own base. Moreover, Angle investors are likely to invest in this stage. This stage teaches entrepreneur product feasibility, Cash management capability, Team building and management (Brush Al., 2006).

- ii. **Seed stage:** After the bootstrapping stage, the entrepreneur comes into a new stage which is called seed stage. This stage is indicated by teamwork, entry into the market, prototype development, seeking support such as an acceleration and incubator, and need some more investment for the growth and development of startup (Salam Zadeh, 2015). In this stage the business need investor for funding support. In this stage you may create a minimum variable product (MVP), which helps in testing and analyzing the market. During this stage the company may develop a business plan, mission and goal of the company (Jason Harper, 2023). In this early phase of new business, startups need some advice to run the business smoothly, so that's why they go to advisory board with experienced advisor for the growth of the business or startups. A great number of startups fail in this stage because they do not find support mechanisms and due to that they turn into low profit and due to that they have a low rate of success. On the other hand, those who get support would have a higher chance of becoming profitable companies (Manchanda & Muralidharan, 2014).
- iii. **Creation stage:** After the seed stage, the entrepreneur comes into a new stage called the creation stage. In this stage the company sells their product, enters the market, and hires employees (Salam Zadeh, 2015). There are some scholars who believe that entrepreneurship stops when the creation stage is ended (Ogorelc, 1999). In this stage the company looks at all the entrepreneurship theory and startups theories because these theories help the company in growth and development. And at the end of this stage the organization and firms are formed, and corporate finance is considered as the main choice for financing the firm.

REVIEW OF LITERATURES

Dr. Walter D'souza (2021) published a research article on the topic of startups titled 'India startups issues, challenges and opportunities.' The paper discussed the issues and challenges faced by the Indian startups because in the current the competition is too high due to that many startups fail, and the startups fails ratio is increasing which is not beneficial for the economy. That's why in the current scenario the government can provide many schemes and opportunities for startups companies.

Rafael Chanin, Leandro Pomper Maier, Afonso Sales, Rafael Prikladnicki (2018) the topic of this research paper is challenge Based startup Learning, A framework that combines challenges-based learning. In this research paper they talk about lean startup, customer development and software development techniques. Their preliminary result indicates that the framework helps the students experience the process of creating a real startup. Developing of startups needs not only technical skill, but also a lot of soft skill. They focus that the students will be aware about the term startups and in future they help the customer and society by solving their problems.

Mohammed Habeeb Uddin, D. Sakriya (2017) in their paper the titled is 'startups in India-issues and challenges' they discussed the various challenges and issue of startups which hamper on the growth of startup. This paper deals with secondary data and focused on opportunities available for startups and for Indian entrepreneurs like large population, demographic dividend etc.

Sarika Sharma, Mrinal Raj, Tanya Gandhi (2018) The titled of this research paper is 'challenges and issues faced by startup companies in India' they describe the startups financing cycle and the journey of startup in India. Entrepreneurs are facing many challenges in the operation stage like facing marketing, financial problems, and other challenges but although government are hardly trying to solve these issues and challenges for the development of the economy.

Dr. G Sureshababu and Dr. K Sridevi (2018) the research is also based on startups and the titled is 'A study on issues and challenges of startups in India' the research paper is based on secondary data and in this paper, they talk about startups scenario, ecosystem, issues, challenges and opportunities for startups in India. In this paper they focused on providing deep knowledge regarding startups which help entrepreneurs. They say that before entering the market you must do market research or properly analyze the market which helps the entrepreneur to launch their product in the market for the first time.

M.Jegadeeshwaran, S. Kaleeshwari (2021) This paper is basically deal with the startups India action plan and other schemes like MUDRA, ATAL INNOVATION MISSION etc. and their role in the supporting startups. The researcher highlighted the issues and challenges of startups. As per DPIIT (department of promotion of industry and internal trade) in India Maharashtra state has the highest number of startups with 3783 startups, and Karnataka has the second highest rank in the India with 2938. The paper focused on the various schemes, financial help for startups from government and the government of India helps the startups by providing various facilities and schemes etc.

K. Rajani (2023) The research is based on primary as well as secondary data on the topic startups titled 'study on opportunities and challenges of startups in India. The researcher talks about the startups India, make in India and government initiatives and schemes. Government of India increasingly displaying more interest in the startups to improve the GDP (Gross Domestic Product) of the country for the development. The entrepreneur faces many problems like financial problems, resources, human resources. In the recent scenario AI (Artificial intelligence) helps the startups, and in future with the help of AI the startups failure ratio is decreasing.

Ganesa Raman Kalyanasundaram (2018) This research paper is based on secondary data and the research paper is also based on startups titled 'why do startups fails- a case study based on empirical analysis in Bangalore' the case study is based on exploring the real case study how they fail in their startup. This case study helps the new entrepreneurs how they aware from these mistakes which are made by this startup and this paper also helps like a precaution.

Padmaja Peram, Dr Bala Koteswari (2018) the titled of this research is 'study on challenges faced by startups in India' as we know many people have a dream to start a new business and make it successful. For making a profitable and successful business startup need to invest a lot of time, money and efforts. But startups are facing a lot of challenges like funding because funding plays an important role in the startups for growth and development and another challenge is talent management and customer management. Nowadays the government is providing enough opportunities for startups. India occupied the 3rd position in the startup development nation in the world.

Prof. Archana Surywanshi (2013) The titled of the research is 'HR challenges in Startups' states that today's managers are having many challenges in this competitive world due to globalization, privatization and forecast to recruit the right candidate at right time and right place. For a successful startup the leadership quality is important because to run the business you must make a team and the leader have the potential to motivate the employees and work as a team in an effective and efficient manner to achieve the organizational goals. Due to that the attrition rate is low and your startups will be successful.

OBJECTIVE OF THE STUDY

- ◆ To examine the various challenges and problems faced by startup entrepreneur
- ◆ To overcome the challenges and problems of the startups
- ◆ To analyze the growth and opportunities of the startups

RESEARCH METHODOLOGY

The respective research paper is based on secondary data collected from research articles, thesis and books, and newspapers. The main focused of this research paper is to understand the issues and challenges faced by newly startups businesses and how to overcome from these challenges, it helps the future entrepreneur that they will be aware about all the challenges in advance and easily run the business and make successful.

CHALLENGES AND PROBLEMS OF STARTUPS

In the beginning and prior of the startups there are many challenges faced by the entrepreneur among different startups. There are 150 million startups in the world today with 50 Millions of startups developing new businesses every year. On average, there are 137,000 startups rolling in every day (Ruth Johnson, 2018). So, these startups phase some common challenges, most of the challenges are unique, due to these challenges the number of failures of startups increases startups fails. some of the main common challenges are as follows:

- I. **Financial challenges:** As we mentioned earlier, finance is the most important part of the startups process. All the startups would be facing financial issues and problems for several reasons and in different stages. For expanding the startups all businesses need money because without any investment you will not be able to grow your business (Colombo & Piva,2008). In the bootstrapping stage the entrepreneur negotiates with their friends, family and relatives to invest in his/her idea. But after the bootstrapping stage the other stage will come called seed stage and creation stage in these stages the business need investment because they have to launch their product in the market for testing the market. But many of the startups fail because they will not get the investment, and if anyone is ready to give loan then they charge huge interest rates.
- II. **Human resources:** startups normally start with one founder or some cofounders. In the starting stage the founder handles every work but after time goes by, the founders will not do every work on their own, they need some experts for the development of the business. In this stage the founder negotiates with people, makes a team and finally hires employees. But if the founder has a lack of knowledge in this field, then the startups might fail due to the founder. Human resource management is the important term, if you fail to manage this then the success rate of startup is low. many of the startups fails in India because of human resource management because they have lack of knowledge in this fields and they do not manage these things.
- III. **Lack of demand:** For a business the most important thing is, in the market they have a lot of demand because for the development of your business the product demand in the market is a crucial aspect. Many of the businesses fail due to lack of demand, it happens because the businesses have lack of knowledge and information, they will not give time in market research. Before launching your

product, you must study the market where the customers are willing to buy your product or services or not. There is no matter how great your idea is, if there is no scope of your product in the market you know but you launch your product then your startup won't succeed.

- IV. **Planning:** Planning is the first step of management, planning is deciding in advance what to do, how to do it, when to do it, and who should do it. Planning in advance is not always correct because the market is dynamic, and you don't know what exactly will happen in future due to planning failure many of the startups and businesses fail in a year. As your business grows, your strategy needs to evolve to suit your changed circumstances. In the beginning of every stage, you must plan and if any of the plans fails then there is a low chance of success. So planning is also the main problem and challenge for the startups. For making a good plan you must research and analyze the market properly after that your plan work and help in achieving organizational goal.
- V. **Leadership:** Leadership plays an important role in the success and development of startups or businesses. In the bootstrapping stage there is no need for leadership but at the end of this stage you make a team and for this team leadership is important. As your startup grows your employees look for strong leadership, if you don't have leadership quality then you face many difficulties in the business. In business leadership is important because with the help of this you motivate your employees, coordination in the team, problem solving etc. If any of the business does not have leadership quality, then they face difficulties in survival. Most of the business fails due to lack of leadership quality that's why a successful startup have always a good leadership quality and they work together in a teamwork and easily achieve the organizational goal.
- VI. **Dynamic environment:** Absolutely, a dynamic environment is quite challenging for startups. Continuous change in the market trend, new and advanced technology, and change in consumer preferences is difficult for an entrepreneur to adopt it. Due to that reason many of the startups fail because they are not ready to adopt these changes. A market has a nature of dynamic because the businesses must plan prior or make some strategies to remain competitive and sustain in the market. The startup's failure rate is relatively high, many of the startups fail within the first few years of operations because they don't focus on the market research, and they don't know about the changes in the environment. Dynamic environment is also a main challenge in startups.

HOW TO OVERCOME FROM THIS CHALLENGES

- A) **Overcome financial challenges:** yes financial challenge a big problem because for making place in the market every startups need financial support. But in GEN-Z there are various funding option like:-
1. Angel investor: yes there are many angel investor who wants to invest their capital in exchange of the equity of the company.
 2. Government Schemes: yes nowadays government also support the newly startups by funding and providing them various schemes which is beneficial for the entrepreneurs such as startup India scheme and the Atal innovation mission.
 3. crowdfunding: The startups overcome their financial problem by the help of crowd funding it can raise money from a large numbers of peoples through online platforms.
 4. venture capitalist: The venture capitalist is a private equity investor who make investments in promising early-stage startups

B) Overcome lack of skilled talent: yes finding a skilled workers for the startups are very much difficult but there is also some possible solution for acquiring skilled workers are

1. Provide professional training and development: The workers and employee getting benefits from training and professional development programs offered by the startups because due to that the employees are able to enhance their skills and this gives benefits to the both parties.
2. Make use of online and social media platform: yes startups can use social media platform by advertising the job with the help of this you can attract and hire skilled workers from across the country.
3. work with other startups companies: By working with other startups companies, it can collaborate to pool resources and share talents, it can address a skill gap in particular industries.
4. Consider option for working from home: By providing this work opportunities, startups can reach a large pool of qualified professional from within or outside the country, which help them in search of talents.

C) Overcome lack of market understanding: startups in India continuously suffer to identify target market, knowing customer need due to that the startups suffer from lack of demand but you can resolve the problem of understanding the market by

1. Market research: when a new startups surveying the market and acquiring experiences in market research then they are able to understand market interest. Product development and pricing strategies can also helpful in making demand which is beneficial for the companies or startups.
2. feedback: yes when customer started giving feedback it is helpful to knowing the market interest and what trends in running in the market.

D) Overcome planning challenges: creating a successful startups are fully depending on the planning if your plan is good then your startups is successful but if your planning is not good then your startups fail, Many of the startups fails du to that reason. But there are some steps to making a good plan

1. Identify a clear problem to solve (solving a real problem)
2. Thorough market research:
3. Unique value proposition
4. Build a strong or professional team
5. Create a business plan
6. Minimum value product (MVP)
7. Secure adequate funding
8. Focus on customer acquisition
9. Embrace agility and adaptation
10. Monitor metrics and key performance indicators (KPIs)



11. Build a strong brand (positive goodwill)
12. Compliance and legal matters
13. Sustainable and continuous growth
14. Network and seek mentorship
15. Stay resilient

With the help of this it creates the best startup require strategic and careful planning, a deep understanding of the market and having the ability to adapt the changing circumstances.

E) Overcome leadership issues: yes leadership play an important role in the startups, if the leadership is not good it takes various wrong decision which makes difficulties in the startup but there is some solution to overcome this challenge like

1. Strategic decision making: As startups grows, leader face increasingly complex decisions regarding product development, market expansion, funding, team management and more. Due to that reason leader should have to make a clear goal, securing team alignment, and making informed choice become crucial for continuously growth.
2. Building a high-performing team: when the startups expand, attracting and developing top talents becomes critical. Leader must create a strong company, foster employee engagement, provide growth opportunity to ensure the team remain motivated and aligned with the company vision.
3. Balancing short-term goals with a long-term vision: startups face pressure to gives immediate results and meet shot-term targets. However, leaders must also maintain a long-term vision and ensure continuously growth. The leader should always maintain a balance in the short-term and long-term goal which is beneficial for the company to achieve their long-term goals.

F) Overcome from dynamic environment: yes dynamic environment creates difficulties in the startups because newly startups are not stable properly and in this case they cannot able to adapt the changing environment. But it's a big challenge due to that there is also solution for facing this challenge –

To overcome this challenge, it's important to have a clear strategy and approach. This means staying informed and up-to-date, being innovative and proactive, having a strong customer focus. Startups are known for being quickly adapting to market changes. Leader must find ways to preserve the startup's entrepreneurial spirit, promote innovation, and empower employee to being flexible and adaptive. So, these are the techniques to overcome the challenges and problems faced by startup with the help of this, startups can easily grow and develop and sustain in the market and compete with others.

CONCLUSION

Many people have a dream to start a business and make it to run in a successful way. When they start a new business startup need to invest lot of time, money and efforts to turn it into a profitable and successful entity. So, this paper explained the startup by elaborating their lifestyle, the lifecycle includes three main stage, which are bootstrapping stage, seed stage, creation stage. In this paper we discussed about the theories, which help the entrepreneur in the growth and development. But in the process of growing and developing the startups faces many challenges and problems like funding, talent

management, finding skilled worker, leadership quality, lack of demand in the market. But successful startup has demonstrated that proactive strategies, such as conducting in depth-research, establishing strong relationships with stakeholder and workers, utilizing technology, and giving training and professional development to workers and seeking mentorship.

So, this how entrepreneur overcome the challenges and problems. In these days the word startup is growing day-by-day and government also support the entrepreneur by providing many schemes such as "make in India", "startup India", by giving multiple loans such as "mudra loan" etc. The government support entrepreneur because they help the economy in the growth and development and they also reduce unemployment rate because when a person starts a company, the company wants workers because a single man cannot handle every work, for multiple work they need workers.

Entrepreneurs are getting benefits through schemes like startup India ,stand up India, Atmanirbhar Bharat, Atal mission, Mudra schemes ,but these benefits are not reaching all entrepreneurs because of lack of knowledge .these above said articles mainly focus on problems like financial resources, lack of mentorship , regulations, infrastructure problems etc. .remedies for these issues also been discussed such as Forming of agencies by the government to mentor startup entrepreneurs ,conducting workshops for digital know-how, effective supervision of banking aid to entrepreneurs. Despite of all these issues the Indian ecosystem has ranked 3rd in whole world and it indicates in near future India will achieve rapid growth in GDP and hence economy of the country develops gradually.

The current economic scenario in India is on expansion mode. The India government is increasingly showing grater enthusiasm to increase GDP rate of growth. And in GEN-Z the entrepreneur has an opportunity to use Machine learning(ML), Artificial intelligence(AI) for predicting the future or trends which is beneficial for the startups and with the help of AI the entrepreneur does a better planning for the upcoming future.

Entrepreneurship is about solving problems and building new things. Entrepreneurship is important especially nowadays when we have to learn how to operate in an increasingly changing world. It includes both a mindset point of view, where problems are seen as opportunities and failures as learning experiences, and skills that help you learn to solve problems and build something new. There are thousands of Startup Companies opening up every day. In this rush, how will you manage your company to stay on the highlighted spot of the industry? All you need is to keep all the above aspects in check, and then you are all set. The most important aspect of success for an on-demand startup is to stay goal-oriented and to have a proper plan. You need proper demand planning before you get started with your startup company.

So, this research paper helps the upcoming entrepreneurs use market research to keep up with trends, make better business decisions and maintain their company's competitive edge. When these things are done properly then the startups will easily be growing in the market and develop our nation also. Entrepreneur are important for the economy because they play a major role in giving employment to the nations. India is now called the 'Startup Hub' as it has more than 99,000 startups, and 107 unicorn companies worth \$30 billion. Government provides various schemes but I think that in the education system we do not teach the students how to do business, how to deal with the challenges in the startups due to that reason the Indian entrepreneur faces problems and in the growing era the government should

teach our students to do business and how to earn money because for the development for economy its important.

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