

Traditional Business VS Startup

Example:
Open a national cuisine café



Traditional business

is a proven model with low risks and gradual growth

A startup

is a new approach that uses technology and innovation, but comes with risks











Example:
Create a food delivery app

START > STABLE INCOME > GRADUAL EXPANSION

IDEA > TESTING (MVP) > RAPID GROWTH > SCALING

Key Differences at the Idea and Launch Stage

| TRADITIONAL BUSINESS | | STARTUP |
|---|--|--|
| Stable income, sustainability |  GOAL & FOCUS | Rapid growth, attracting investment |
| Single owner or family, hired staff |  TEAM | Small team, co-founders, hired staff |
| Personal savings, family support, loans |  FUNDING | Personal savings, family support, investments |
| First local, then national |  MARKET SIZE | First local, then international |
| Clear and stable |  BUSINESS MODEL | Flexible, constantly tested |
| Slow, gradual expansion |  GROWTH SPEED | Fast growth, hypothesis testing |
| Moderate, investments can be returned |  RISKS | High, the idea might not work |
| Clear and proven way to earn |  INNOVATION | Various ways — searching for the most profitable one |



Which path to choose?

Choose **traditional business** if:

- Stability and predictability matter to you
- You are ready to work in a proven market
- You want to avoid big risks



Choose a **startup** if:

- You have an innovative idea
- You're ready for rapid changes and experiments
- You're interested in the global market