



Start-up phases

#	Phase	Duration
1	Idea generation and validation	0-3 months
2	Team building and pre-launch	3-6 months
3	Launch and customer acquisition	6-12 months
4	Scaling and growth	1-2 years
5	Consolidation and refining	2-3 years
6	Maturity and expansion	3+ years
7	Exit or continued growth	∞