

# Challenging Stress factors in Start-up companies

Sayeed, M.Ikramullah, CSCM

[Institutional Affiliation(s)]

[Ikram.schain24@gmail.com](mailto:Ikram.schain24@gmail.com)

## Abstract

The article aims to discuss about the challenging stress factors in the startup companies in some details. Female entrepreneurs need invest in this area, so that they can overcome it. Startup founders have to bounce back from disinterested investors, dissatisfied clients and negative feedback about their product. Although the quantitative things are facile to decipher, deciphering a progenitor's work ethic or personality might affect a startup's chances of prospering is astronomically tricky, if not infeasible. Being acquisitioned by more financially stable company added itself an added factor. It is not

always necessary that someone started a startup company and you just imitate him. If everything is outsourced, delivered goods may be of different prices to different customers. Compared with their male counterparts, women entrepreneurs perceive their lack of management experience and business skills as a major constraint.

*Keywords:* Start-ups, Stress factors.

## Challenging Stress factors in Start-up companies

Introduction: We particularly discern stories often from prosperous startup founders. Progenitor of Pandora Tim Westergren was additionally failed initially afore he prospered with his project.

According to Smorodnikova, Co-progenitor of Welltory funding, perspicacity and access to information are no assurance for prosperity.

Although the quantitative things are facile to decipher, deciphering a progenitor's work ethic or personality might affect a startup's chances of prospering is astronomically tricky, if not infeasible.

Running out of money, unexpected server issues,

losing key employees etc. are sizably voluminous stress factors. Progenitors have to ken how every single aspect of the company works, from marketing and PR to product design and engineering. Startup founders have to bounce back from disinterested investors, dissatisfied clients and negative feedback about their product. The article aims to discuss about the stress factors in the startup companies in some details.

### **Pertinent issues**

We can say that the greatest factor in a startup is to know the answer of following questions: Who

would be the consumer of your service or product?

Who would buy your service and (or) product?

A startup that is solely dependent on other's good will is supposed to be destined for a failed project. It is some kind of a waste of your labor and time. If you can't start a project at the just time it may be a cause of failure. We must know the trend to make a newly formed company to the maturity. Someone started a startup company and you just imitate him. If this is the case for you then failure possibility would be higher. There is a concept of market research, which helps to take a correct decision. The movie "Titanic" can be an example of a good startup

project for the movie production company, because of its market research and related preparation. A good partner may be required for a startup company. If the partner is not skilled enough it may be a negative stress factor. It can destroy the project. One of the great stress-factors in a startup company is not having a good team to serve the customers. So that it eventually hurts reputation of the company. In an online business lack of technologically skilled people or involving them in the start company can contribute to the stress factors. Lack of data security, site security and gradual development of the site can make the business a failed startup company. On the

other managing all things well can develop the company to maturity. If everything is outsourced, delivered goods may be of different prices to different customers. It hurts the reputation of the startup company and makes itself an important stress factor. Not giving a good support to the customers would hurt the startup company. So, it is a great stress-factor for the startup company. Customer engagement should be emphasized and call center support need to improve. Target customer not known. Just push for product sales is a great problem and stress factor in a startup companies. Niche oriented product sales option is not taken.



Sales of various products or single product for all customer both pose problem for the startup companies. No idea about how much money they need. No work on current and possible customer. Do marketing without a plan. Which platform needs marketing, they do know, so that marketing is not always useful. Most companies do not have a big budget. Collecting budget amount is a stress factor for them. So that they do not have a short, middle or long range planning regarding this issue. For fund raising there are not much data or analysis report. So that they can't produce eagerness among the investors. Usually startup companies do not have a

good structure or various departments. So that there are less dynamism. They can't do something easily. Lack of innovation is a big stress factor among the startup companies. They can't create new idea, new team and nurture the existing teams. Creation of brand value is not emphasized. Can't present themselves as a brand. A startup that is solely dependent on other's good will is supposed to be destined for a failed project. Someone commenced a startup company and you just imitate him. Lack of innovation is an astronomically immense stress factor among the startup companies. The movie "Titanic" can be an example of a good startup

project for the movie engenderment company, because of its market research and cognate preparation. A good partner may be required for a startup company. There is a concept of market research, which avails to take a correct decision.

### Business model::

A business model helps us to understand that all parts of our business may work for us. Business model is one of the stress factors for the start-ups. Most of us who start a business are thrilled by the conception, in love with the product and alacritous to get out there selling it. Recollect, you are going to require to offer your customers more in utilization

value than in cash value. You must determine your business model or risk a floundering startup. The business model expresses the logic of your business.

It's the way you intend to engender revenue and profits as well as how you orchestrate to distribute your value proposition to your customers. The whole conception is to increment gains and reduce those pains.[6] A business model helps us to understand that all parts of our business may work for us.

The business model expresses the logic of your business. Business model is one of the stress factors for the start-ups. You must determine your business model or risk a floundering startup. Most of us who

start a business are thrilled by the conception, in love with the product and alacritous to get out there selling it.

### **An example<sup>1</sup>**

Fortune is a global leader in business journalism.

They publish various kinds of business leaders through journalism and live media. They published Learn Vest's CEO's experience as she ran a start-up company. For her start-up it was an inevitable experience of working very hard. When they add a new business through acquisition it was a new stress factor. As a lady entrepreneur, when she became

pregnant, it added a new stress-factor. Because, she not only care about herself, she also need to take care of board meetings. Digitally upgrading her company was another stress-factor. Being acquisitioned by more financially stable company added itself an added factor. Being acquisitioned by more financially stable company integrated itself an integrated factor. Fortune is an ecumenical bellwether in business journalism. Learn Vest's CEO's experience was about a commencement-up company. Digitally upgrading her company was another stress-factor. As a lady entrepreneur, when

she became enceinte, it integrated an incipient stress-factor.

### **Adaptation related issues**

Adapt In order to explore how the entrepreneurial vision and the firm's capabilities and resources influence the business development process, researchers have performed case studies of the business model evolution in 26 start-up companies in the emerging Swedish mobile Internet industry. They argue that two paramount dimensions left out of this process are the roles played by the resources and capabilities of the firm, and the entrepreneurial vision guiding business development. A tentative

theoretical framework coalescing the dynamic capabilities approach of the resource-predicated strategy school and the cognitive dimension of the business, conceived as entrepreneurial vision, is developed. [5] At the final discussion, researchers find that as a stress factor most changes are made in the business model, rather than in the resource areas. At the final discussion, researchers find that as a stress factor most changes are made in the business model, rather than in the resource areas. Acclimate In order to explore how the entrepreneurial vision and the firm's capabilities and resources influence the business development process, researchers have



performed case studies of the business model evolution in 26 start-up companies in the emerging Swedish mobile Internet industry. They argue that two paramount dimensions left out of this process are the roles played by the resources and capabilities of the firm, and the entrepreneurial vision guiding business development.

### **A start-up with ethical objective.**

A scholarly discussion has been emerged that start-ups and entrepreneurs should not think about grow and profit only. They should understand about society/ethics, economy and ecology. So that the start-ups would be sustainable. They suggest that the

main drivers for a sustainable entrepreneurial motivation with the social and ethical dimension.

The start-ups should set more balanced objectives within a sustainable entrepreneurship context. They should think about managerial stress factors also.[2]

But a fundamental view of the entrepreneurs is not connected with sustainability. They are involved in a pragmatic view point that their project must happen and go to maturity. They are involved in a pragmatic view point that their project must happen and go to maturity. A scholarly discussion has been emerged that start-ups and entrepreneurs should not think

about grow and profit only. So that the start-ups would be sustainable.

### ***Copyright laws:***

Copyright laws has become a very important stress factor in Pharmaceutical and other industries. These industries are mostly R&D based. In the processing of copyrighting many Pharmaceutical companies loss their rights. Countries like USA, EU and Japan made their copyrighting laws in this perspective. The U.S. Law in this regard, the Hatch-Waxman has existed since 1984.[3] Copyright laws are very much implemented by various law

enforcing authorities. If a company's value is predicated on its technology, it is often equipollent for the business owners to obtain astute property bulwark for their conception. The newsmagazine The Economist estimated that up to 75% of the value of US public companies is now predicated on their astute property (up from 40% in 1980). Often, 100% of a diminutive startup company's value is predicated on its astute property. As such, it is consequential for technology-oriented startup companies to develop a sound strategy for bulwarking their perspicacious capital as early as possible. Startup companies, categorically those

associated with incipient technology, sometimes engender immensely colossal returns to their engenderers and investors—a recent example of such is Google, whose engenderers became billionaires through their stock ownership and options. Therefore, technology oriented companies must be alert about their product originality.

Gender issues

There are studies that investigate whether women entrepreneurs face different difficulties from their male counterparts and are indeed disadvantaged as to resources such as management experience, business and technical skills, raising capital, etc.

During the last decade, women have been apperceived as prosperous entrepreneurs, and the perpetually elevating number of women owned businesses and start-ups all over the world has led to an incrementing number of studies on the distinctions between male and female entrepreneurs and their businesses. Compared with their male counterparts, women entrepreneurs perceive their

lack of management experience and business skills as a major constraint. Women's entrepreneurship is characterized by structural constraints such as family responsibility. [4] On the other hand, woman are usually taking more help from their family. Man has more experience in management of their start-ups. Female entrepreneurs need invest in this area, so that they can overcome it. Female entrepreneurs need invest in this area, so that they can surmount it. There are studies that investigate whether women entrepreneurs face different difficulties from their male counterparts and are indeed disadvantaged as to resources such as management experience,

business and technical skills, raising capital, etc.

Compared with their male counterparts, women entrepreneurs perceive their lack of management experience and business skills as a major constraint.





**The unknown need to be handled:**

The less experience you have, the more pressure you'll feel from this, and the more arduous time you'll have coming up with acceptable plans.

Dealing with the unknown. How long will a business subsist? That unknown factor designates your job stability is going to plummet, and many of your long-term plans will remain in flux as incipient developments emerge. When your team hits an impenetrable obstruction, your job will be to come up with an alternative plan to move forward. Dealing with this volatility is one of the hardest components of emerging as an incipient entrepreneur. How remuneratively lucrative will your business be. This

demands on-the-spot ingenious cerebrating -- which should be an oxymoron, but entrepreneurs infrequently have the luxury of time. When a competitor emerges, it will be your responsibility to come up with a replication plan. That isn't to verbally express they won't perpetuate to nag at you as the years go on, or that incipient and varied challenges won't arise to take their place, but you'll be yare to handle yourself in those most volatile and impactful first few months -- and that puts you far ahead of the competition. Decision fatigue is an authentic phenomenon, and most incipient entrepreneurs will experience it if they aren't

prepared for the incipient caliber of stress. Incipient entrepreneurs are coerced to make hundreds of decisions a day, from immensely colossal, company-impacting decisions, to diminutive, hour-affecting ones. If you can work your way past these major obstacles, you'll be well peregrinating to establishing yourself as an entrepreneur. Believe it or not, this is probably the most stressful challenge on this list. [7] That unknown factor designates your job stability is going to plummet, and many of your long-term plans will remain in flux as incipient developments emerge. Decision fatigue is an authentic phenomenon, and most incipient

entrepreneurs will experience it if they aren't prepared for the incipient caliber of stress. Incipient entrepreneurs are coerced to make hundreds of decisions a day, from immensely colossal, company-impacting decisions, to diminutive, hour-affecting ones. The less experience you have, the more pressure you'll feel from this, and the more arduous time you'll have coming up with acceptable plans.



Keeping commitment with clients and maintain your  
team:



The best way to sustain a business is to have multiple, reliable streams of revenue from multiple sources. On the other hand, if you have many clients, at least one is bound to be a headache -- the one that keeps your mind occupied when you're endeavoring to relish a relaxing family dinner because of a nasty email or voicemail you received from this individual right afore you left the office for the day -- the one who's doing this for the third time this month.

Entrepreneurs hire talent that they like, trust and appreciate and expect to get their work done on time. One of their top stresses becomes doing what it takes

to retain them on their team. [9] These are the day to day very challenging stress factors at their end.





## Psychological issues and work attitude:

It is to accentuate the consequentiality of psychological capital and its contribution for employees Psychological Capital and Work Posture: A Conceptual Analysis 25 to surmount arduousness at workplace and achieve balanced life. If we intervene psychological capital opportunely and systematically, we would definitely be at a position to make a resplendent platform for employees' performance amendment by fostering positive work posture like job gratification, organizational commitment and job involution. Predicated on propositions, the above conceptual model projects the relationship between psychological capital work

postures. In authenticity, some companies have failed to understand the employees' quandary and always focus the profit side, which makes clear gap between employees and supervisor. Then consummate negative attitude of an employee will automatically follow.[8]. If we intervene psychological capital opportunely and systematically, we would definitely be at a position to make a resplendent platform for employees' performance amendment by fostering positive work posture. Predicated on propositions, the above conceptual model projects the relationship between psychological capital work postures.





## Start-ups in South Asian countries

These start-up companies have to deal with the bureaucracy and their financial organizations are at infancy in some cases. Their colonial past was also against start-up development. The business graduates are also want to find established companies for their job due to job security and well defined job description. Sometimes business schools work independent of business developers. And start-up developers are following their established counterparts rather than modern knowledge of business management. These things are the stress factors in South Asian start-ups. If the problems in start-up ecosystems and the governmental

infrastructure are solved, then a great number of start-ups may develop in these countries. Some start-ups face big and undue competition from the big companies. Someone may not be able to change the ecosystem, but they can change their direction. This way some start-ups become stable as an entrepreneur.





## Conclusion

There are some stress factors that are challenging to the start-up companies. Business models are needed for the start-ups to run their business as project.

Learn Vest is one of the exemplary start-ups, which bear almost all challenges of a start-up. Adaptation is a great issue which the CEOs think about even more the capital related issues. A start-up need to be ethical, environmentally sustainable, also profitable.

Copyright laws are affect the pharmaceutical companies very much, more than other type of start-ups. Gender related issues in the start-ups separate the man and woman entrepreneurs in some important areas. Men are more experienced rather

than woman in marketing and management. When we write about these challenges, would should know the solutions of these problems. South Asian countries have their own stress factors in their ecosystem, which they need to face and become successful.













## Reference

1." Understanding Stress for Startup

Success".<https://medium.com/welltory/understanding-stress-for-startup-success-6c8beb75fa11p>

Success".

2.Schlange,Lutz.E.(2006).”What Drives Sustainable Entrepreneurs?” . Applied Business and

Entrepreneurship Association International. Pages 1

3.Grabawsky,Henry.(2003). “Patents and new product Developent in the Pharmaceutical and

Biotechnology Industry”.Duke University.Pages 1-

23.

4. Heilbrunn, Sibylle.(2004). “Impact of gender on difficulties faced by entrepreneurs”.

Entrepreneurship and Innovation.Pages 159-165

5. Andrén,Linda. ,Magnusson,Mats. and Sören Sjölander,Soren.(2002). “Opportunistic Adaptation in Start-Up Companies

- Exploring the links between business model learning and the resource base”. Third European Conference on Organizational Knowledge, Learning and Capabilities. Pages 1-21.

6.Business Model-How to Determine Yours,

<http://www.startupowl.com/resources/before-you-start/business-model/>

7. Alton, Larry. (2016). "The 8 Biggest Challenges for New Entrepreneurs".

<https://www.entrepreneur.com/article/254721>. Pages 1

.

PSYCHOLOGICAL CAPITAL AND WORK

ATTITUDE: A CONCEPTUAL ANALYSIS

8. Sahoo, Bharat Chandra, Sia, Surendra Kumar,

Sahu, Niranjan and Appu, Aneesh V. (2015)."

PSYCHOLOGICAL CAPITAL AND WORK

ATTITUDE: A CONCEPTUAL ANALYSIS".

Journal of Organisation & Human Behaviour. Pages

1-28.



9.DeMers,Jayson.(2015).” 10 Things That Stress Out  
Entrepreneurs More Than Anything”.

[https://www.entrepreneur.com/article/251563.](https://www.entrepreneur.com/article/251563)

Pages1

## Footnotes

1

# Tables

Table 1

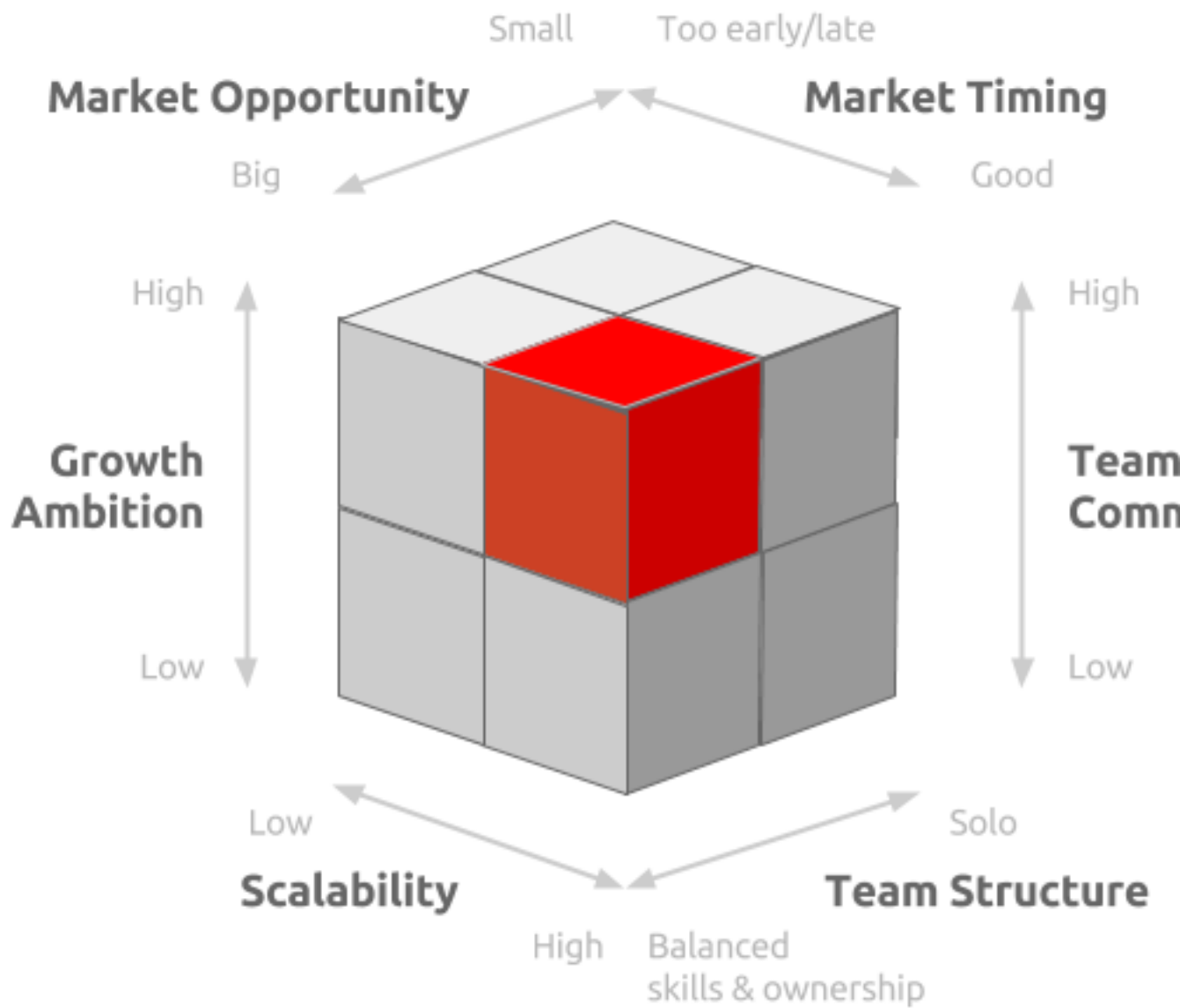
[Table Title]

---

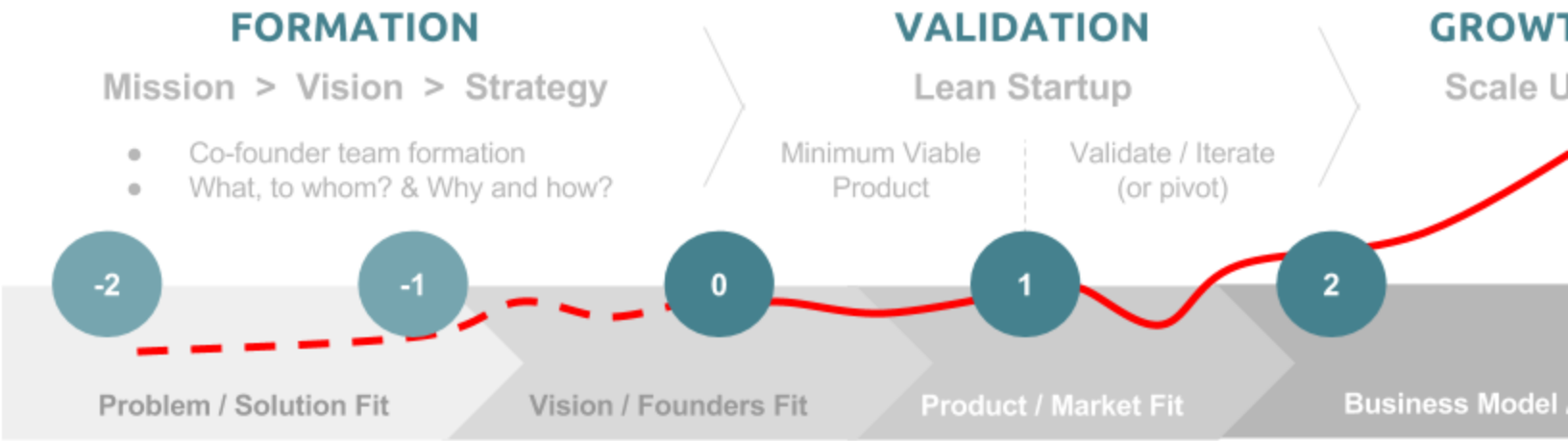
---

---

### Figures title:







**Ideating**

Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

**Concepting**

Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.

**Committing**

Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.

**Validating**

Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.

**Scaling**

Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes.

**Es...**

Achi...  
that...  
cont...  
finan...  
resou...  
visio...  
com...  
cont...  
ofte...  
cont...  
Fou...  
mak...  
with

Startup Development Phases - From idea to business and team to organization.

Version 3.0 - [www.startupcommons.com](http://www.startupcommons.com)

*Figure 1.* [Include all figures in their own section, following references (and footnotes and tables, if applicable). Include a numbered caption for each figure. Use the Table/Figure style for easy spacing between figure and caption.]

For more information about all elements of APA formatting, please consult the *APA Style Manual, 6th Edition*.