# Online start-ups and outsourcing

 We’re living in a modern era of digital technologies and worldwide connection. The high technologies industry not only led by huge companies now – start-ups are spreading their influence on IT sphere with yearly growth rates. Many famous and usable digital products (as applications or hi-tech practical inventions such as prostheses) are worked out by small start-ups that grew up into serious companies thanks to the invented product.

## Outsourcing is a new trend in business

In the age of digital technology, outsourcing business is becoming more popular. Their remote services are offered by web designers, copywriters, data entry specialists, project management and many others.

Create an online outsourcing company is as easy as creating a website or periodically visiting profile Internet communities where customers can find performers and vice versa. If you want, you can promote your business using paid advertising tools, such as Google Adwords.

Offline outsourcing also provides ample opportunities, as many companies and individuals tend to distribute part of the duties (functions) to people on contract.

## Start-ups future in the USA

On October 8, Sequoia Capital gathered the CEOs of all the companies they had invested into for an emergency meeting. For your reference: Sequoia Capital is one of the most influential investment funds in Silicon Valley. He was the first investor in a number of companies included in the NASDAQ, which currently represents 10% of its total value. This list includes such well-known names as Apple, Google, Yahoo, PayPal, Electronic Arts and others. What was said at this meeting was not officially published. But from the people who attended it, from the participants' reports, as well as from the presentation leaked on the web, one can conclude the following:

* We are at the beginning of the economic recession, which will last 15-17 years.
* The market for loans will be affected most of all, and its recovery will take considerable time. This will affect investment activity.
* If your company does not generate revenue - you have very little chance of obtaining additional funding in the near future.

Recommendations for new start-ups from Sequoia Capital:

* Try to drastically cut costs, stretch the remaining money for as long as possible.
* Revise your plans to start making profits as quickly as possible.
* If you cannot start earning a profit in the next year without getting additional financing, then it's better to close right now.

## Creative author’s problem or how to start a real start-up?

 Let's say the author came up with a startup, no matter what. But the Author is not a developer. That is, he, as a user, sees how it should be, knows what should happen at the output, but does not know how to program. What should he do in this case? Options:

* Search for like-minded people. Let's say that there are familiar programmers (albeit a few! Although most normal people and one do not have one, all right). But! Not the fact that this programmer can do it at all; will want to do it, even if there is time; will do it for an idea with glowing eyes, not for money; will make fast enough (that is, the eyes are burning, but you need to eat, so it will be done in your free time from work for a couple of years). In addition, even in the case of a successful search, such a developer (or several, more often) should share in the profits of the startup. And the share of rather big!
* He will score on the idea and understand that there is little to think up, one must be able to do. That is, let others realize your idea and earn millions.
* Hires developers for reasonable money. Best of all - turn to the development studio start-ups.
* Learn to program, make websites and in two or three years will make the project (of course, it will be far from the original, but still, the option).