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FACTORS OF STARTUPS SUCCESS: TO DO NOT FAIL, WHAT SHOULD STARTUPS DO?

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ABSTRACT

With the technological development, the appearance of the fourth technological revolution, digitalization in all sectors, and integration of artificial intelligence in different sectors. Startups appear in different sectors with the aim of growing fast and resolving the actual problems in addition to following the fast-technological development. Therefore, startups have an important role in the economies of developed counties because there plays an important role in generating new and innovative ideas with the aim of developing technological tools, innovative solutions to problems, and generating a wealth of economies. Following the complex environment, some startups face different obstacles and fail, however other succeed. In this paper, we try to present a theoretical overview of startups, their points of weakness, and what are the main factors of the success of a startup.

Keyword: Startups; Factors; Success; Failure

JEL Code: M13, Q01, Q56.

1. INTRODUCTION

Since November 2019, COVID-19 pandemic caused a tragic period for the whole world, that has negative effect on different sides. During the Covid-19 pandemic, different changes were happened in the world, start from losing members among our families, closure of the majority of the firms in the worlds, …etc., these reasons and others push the firms in the world to generate new methods of work in the way of sustain in the actual situation such as: creation of the online activities; application of

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remote work (Bourouaha, 2021). This matter touch also the educational institutes, however, it pushes the professors to follow new ways of teaching such as online teaching using new technological tools(Bourouaha, 2020).

Generation of employment one of the great issues that face individual, family, firm managers, and the state. Even the female contributes in generating employment (Bourouaha & Maliki, 2014a), female entrepreneurs using CNAC dispositive contribute in the creation of employment in Tlemcen region. Also, different studies turn around the determinants of employment especially in innovative firms, according to (Bourouaha et al., In press) characteristics of both manager and firm affect the employment generation.

From another side, according to Tom Byers[1], "Training our young engineers to be entrepreneurs is an imperative for the future"(Aulet, 2013). The new and young businesses are the dominant creators of new jobs. For example, in the United States, the startups create a net amount of 2.9 million jobs per year .(Sedlácek & Sterk, 2020). Following this interest about new and small entrepreneurs, and to curve the unemployment and enhance entrepreneurship, the Algerian government launch different dispositive such as CNAC and ANSEJ. According to the study of (Bourouaha & Maliki, 2014b), the CNAC dispositive help many unemployed to be entrepreneurs.

From the new key success of economies development in addition to the entrepreneurship, the level of innovation and technological development that generate also employment and wealth is the startups.

Different governments give a special interest to this category. For example, in the end of 2017, the Korean government supports 76 projects and contributes education, facilities, mentoring, consulting R&D, and policy funds through more than 800 startup support programs administered by the central and local governments (D. P. Shin et al., 2018). Following the many positive results of startups in the short and long run, different underdeveloped countries follow developed countries to achieve their goals and generate both of employment, wealth and sustainability (Bourouaha & Maliki, 2018). In this paper, we will give a quick overview about the startups.

[1] Tom Byers, Entrepreneurship Professorship Endowed Chair in the Stanford School of Engineering; Faculty Director, Stanford Technology Ventures Program

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Therefore, the aim of this paper is to give a theoretical review about startups and main factors that determine success of startups.

2. THEORETICAL REVIEW ABOUT STARTUPS:

1.1 Definition of startups:

Until now, there no single, universally accepted definition of the term "startup"(Eisenmann et al., 2012; Paternoster et al., 2014).

According to the well-known definition by (Steve, 2010) "a startup is a company, a partnership or temporary organization designed to search for a repeatable and scalable business model".

According to (Eisenmann et al., 2012), startups are ventures created to launch new products in the market. Also, the Startups is defined according to (Ries, 2011) as ventures designed to create a new product or service under market conditions of great uncertainty.

1.2 Types of startups following Angelucci:

According to (Angelucci, 2021), there are five types of startups as follows:

1.2.1 Small business startups:

Majority of the Startups are small firm, with small team members, these startups are happy staying startup as they sell products and services. And while they're interested in growth, they grow at their own pace. Such startups are often bootstrapped or self-funded, meaning that there's less pressure to scale as soon as possible or be beholden to the immediate needs of investors.

1.2.2 Buyable startups: Businesses built to be bought out

The concept here is that small teams build a business from scratch and sell it to a bigger player in their industry. These types of startups are usually associated with software and tech. Chances are you've seen headlines about giants like Amazon or Uber buying out smaller startups. Mergers and acquisitions like this happen all the time.

1.2.3 Scalable startups: Companies that seek capital (or scale themselves)

The common thread between all types of startups is the need to scale. Some startups are easier to scale than others. Most consumer and business apps are examples of scalable startups: once they've built buzz and a user-base, it becomes easier to acquire new customers. It's a sort of snowball effect.

Scalable startups do this by raising capital from outside investors (think: angel investors, venture capitalists, business partners, friends, family). With newfound cash, they can support growth initiatives to score more customers and eventually grab the attention of folks willing to buy them out.

1.2.4 Offshoot startups: Companies that branch off from bigger corporations

Not all types of startups are built from the ground up. An offshoot startup is fairly self-explanatory. Simply put, they are startups that branch off from larger parent companies to become their own entities. For example, an offshoot business might be established in an effort for a bigger company to enter a new market or disrupt a smaller competitor. Because these startups act independently of their parent companies, they have freedom to do business and experiment without drawing as much attention or scrutiny.

1.2.5 Social startups: Nonprofits and charitable companies

Startups are sometimes stereotyped as being growth-obsessed and money-hungry. That said, some startups are specifically designed to do good. Social startups, which include charities and nonprofits, scale for the sake of philanthropy. They operate similarly to any other startup, but do so with the help of grants and donors. A shining example of a social startup is Code.org, an organization that's managed to raise nearly $60 million (from the likes of Google and Facebook) to help give students opportunities in the field of computer science.

1.3 Types of startups following Lim et al:

According to other definitions (Lim et al., 2015), there are:

1.3.1 Student's startups:

University plays an important role in the society and economy of the state. Following the technological development, advancement in a student startup is a startup set up by university or college students

1.3.2 Venture startups:

The venture startup refers to a technology-based startup that gets funding from venture capital or the Technology Guarantee Fund, or it originates from research and development in colleges or government research laboratories.

1.3.3Youth startups:

in Korea youth startups, youth startups are startups run by under-39 year-old persons(Ko & An, 2019).

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1.4 Characteristics of the startups:

From different studies, the types of startups are divided by demographics and by business characteristics:

1.4.1 Demographic characteristics:

Ko (2011) classified the types of startups by:

- Adventure startups: are startups created by persons in the 20s years old
- Professional startups: are startups created by persons in the 40s years old
- Safety startups: are startups created by persons in the 50s years old.

This may be the old style of Korean startups, but in the current style, even the startups of the 50s and 60s are an adventure.

1.4.2 Business characteristics:

startups are classified according to business characteristics such as organization and business model

1.4.2.1 Startup as organization:

Under this type of the startups, startups are divided into:

- One-person startups,
- Co-startups
- Team startups

1.4.2.2. Technological characteristics:

According to (Kim et al., 2015), the startups could be divided into:

- General startup
- Technology startup

1.4.2.3. Technology utilization perspective:

According to (Chang et al., 2000), the startups could be divided into:

- Small-scale startups
- Venture startups: in Korea for example, venture startups refer in most cases to startups based on technology(Ko & An, 2019, p. 99).

1.5 The objectives of startups:

The primary goal of startup is to find a viable business model that can generate value for its customers while being effectively captured by the startup itself (Bortolini et al. 2018).

Also, blank mentions that the main objective of a startup should be to find repeatable and scalable business model (Blank 2013).

Startups play a key role in innovation processes (Colombo and Piva, 2008; Davila et al., 2003; Mustar et al., 2008).

Startup companies represent a powerful engine of open innovation (OI) processes (Spender et al. 2017)

The youth startups began with the intention of reducing the high unemployment rate of young people

2. How to change today's student to tomorrows startups:

According to different studies, the universities or colleagues is the main targets of the startup policies of the government(Ko & An, 2019).

Give more interest to the student startups. For example, presenting the new startups in the media encourage the students to create their startups. For example, Korean startups were mentioned less than 300 times in the media before 2007, however there were presented more than 2600 time in 2016(Ko & An, 2019, p. 98).

The creation of the environment that enhance the students or the individual in general to be idea generator and startups.

3. Why startups fail

The creation of a new startups of new business venture is recognized as a difficult, complex and risky process (Chrisman et al. 2005; Trimi & Berbegal-Mirabent 2012).

the startup usually has less capital, fewer scientists and engineers, less legitimacy or brand presence, fewer strategic alliances, evolving organizational structures, and incomplete or even non-existent business processes. At a more abstract level, young firms have liabilities of newness and smallness, so they fail at higher rates than do their larger and older competitors(Cyert & March, 1992; Hannan & Freeman, 1993).

3.1 Risk:

Different risks face the new startups such as:

- The first risk that face the startups is the unknown fixed definition, the type of this organization and what are the main composition of this organization to look for its management and to arrive to a solution if there is a problem (Stinchcombe 1965; Chang 2004).
- The startups need to deal with uncertainty in different perspective market, product, competitiveness, people and finance (Paternoster et al. 2014; Sull 2004; Chang 2004).

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- From the greatest risks that face the startups in the side of the market is that an entrepreneur offers a product that no one wants or need in the market Eisenmann et al. (2011)
- The uncertainty to have a place in the market make the other components of the market (investors, potential employees, suppliers and buyers) hesitate to contribute in it (Chang 2004).
- startups suffer a structural lack of tangible and intangible resources (Wymer and Regan, 2005).

3.2 The lack of experience:

According to (Blank, 2013), comparing with marge firms, startups find difficulties to use traditional business planning whose premise is that future results can be extrapolated based on the analysis of paste experience(McGrath, 2010) , because there no past experience in a startup besides the uncertainty of its essential innovative nature.

3.3 Rational utilization of resources:

From the main problems face the startups and cause their failure is using expensive tools or recruiting skilled employees with high wages, the suitable method is using the appropriate tools to reduce the costs in the beginning.

3.4 Lack of structured process:

major cause of failure in startups is the lack of a structured process to discover and understand their markets, identify their customers and validate their hypotheses in the early stages of design.

3.5 Lack of fixed plan:

According to (Ries, 2011), The first problem is the allure of a good plan, a solid strategy, and thorough market research. In earlier areas, these things were indicators of likely success. The overwhelming temptation is to apply them to startups too, but this does not work, because startups operate with too much uncertainty. startups do not yet know who their customer is or what their product should be. as the world becomes more uncertain, it gets harder and harder to predict the future. the old management methods are not up to the task. Planning and forecasting are only accurate when based on a long, stable operating history and a relatively static environment. Startups have neither.

3.6 Avoiding management:

According to (Ries, 2011), The second problem is that after seeing traditional management fail to solve this problem, some entrepreneurs and investors have thrown up their hands and adopted the "just do it" school of startups. This school believes that if management is the problem, chaos is the answer.

It may seem counterintuitive to think that something as disruptive, innovative, and chaotic as a startup can be managed or to be accurate, must be managed.

most people think of process and management as boring and dull, whereas startups are dynamic and exciting. but what is actually exciting is to see startups succeed and change the world. the passion, energy, and vision that people bring to these new ventures are resources too precious to waste

3.7 Ineffective funding:

Jeon (2012) pointed out that youth startups face ineffective funding does not cause an important growth in the rate of innovative startups (just 0.5%).

- The lack of marketability of business model derives the failure of startups Cho (2018)

4. Startups success factors

The concept startup success is defined at first as the successful market entry (S. H. Lee & Noh, 2014). Also, others define startup success as sales after three years of operations(Ko & An, 2019). This concept refers to real successes in the market, such as generating earnings and securing sustainability.

From the main important factors of startups success:

- Customer orientation: It is the critical one for the startup success.
- Technology differentiation strategy: Technology differentiation is also an important factor for the startup success
- Funding

4.1 Founder:

Different factors are related with the founder such as founder's motivation, attitudes and capabilities.

4.1.1. Venture startup:

a. Demographic and personal characteristics:

For the venture startups, demographic factors such as gender and age are suggested as startup success factor (S. H. Lee & Noh, 2014). From another side, the academic

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background of the startup founder is also pointed to as a success factor (J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014; Robinson & Sexton, 1994). In addition to that, motivation is presented as success factors such as achievement desire(J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014; Yun et al., 2008). Also, the vision of the startup founder has is a success factor of startup (Baum & Locke, 2004; S. Kim & Jo, 2006; J.-W. Lee & Chang, 1998; Sim et al., 2015). The fixed goal of startups is selected also as a startup success factor (Baum & Locke, 2004; J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014). In addition to that, attitudes are pointed out as success factors in addition to internal and external trust (S. Kim & Jo, 2006; J.-W. Lee & Chang, 2001) and risk-taking tendency (J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014), and perseverance(Baum & Locke, 2004; S. H. Lee & Noh, 2014). Also, positive thinking (J.-W. Lee & Chang, 2001) in addition to aggressive business promotion attitude (Baum & Locke, 2004; J.-W. Lee & Chang, 2001) are characterized as startup success factors.

b. Experience:

The main success factors of startups is the experience of the startup founder (J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014). From another side, working experience in related industry (Kwon & Jeong, 2012; J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014; Robinson & Sexton, 1994)

c. Management

The management abilities are characterized are important startup success factors. Starting from the ability to recognize opportunities in the market, it is recognized as a startup success factor (Baum et al., 2001; Chandler & Jansen, 1992). Also, business management is a startup success factor (Chandler & Jansen, 1992; Go et al., 2003; J.-W. Lee & Chang, 2001) and organizational management also (Baum et al., 2001).

d. Knowledge and technology:

From the knowledge and technology factors, Major study of the startup founder play an important role in the success of startups (S. Kim & Jo, 2006). Also, industry knowledge and technology related to startup business model are indicated as success factors (Baum et al., 2001; Chandler & Jansen, 1992; Cheon et al., 2014; Go et al., 2003; J.-W. Lee & Chang, 1998; Song & Lee, 2012)

4.1.2 youth startups:

For the youth startups also, the gender and age of the startup founder has a bearing on the success factors of startups (Jeon, 2012). Also, Desire for achievement is characterized an important success factor of youth startups (Song & Lee, 2012). In addition, Independence is an important success factor of youth startups(Douglas & Shepherd, 2002). For the attitude of the startup founder, Risk-taking tendency is also an important startup success factors(Douglas & Shepherd, 2002). For the capabilities of the founder, the pre-startup experience is an important success factor for the startup (H. C. Kim et al., 2016), followed by abilities of opportunities recognition in the market (H. C. Kim et al., 2016), Management capabilities (Lim et al., 2015), and the industrial technology knowledge (H. C. Kim et al., 2016; Lim et al., 2014).

4.1.3 Student startups:

In addition to venture and youth startups, different studies discuss about the main success factors of the student startups. From the demographic factors, Gender of the startup founder is an important success factor (Blanchflower, 2000; Cho & Lee, 2016; Huh, 2016). Also, the age is characterized a success factor of the student startups (Cho & Lee, 2016). Without forgetting the academic ability that it is also an important success factor for the student startups (Blanchflower, 2000; Cho & Lee, 2016; H. Kim, 2012).

The motivation categories of the founder is characterized also as a success factors of student startups, desire for achievement (Chang & Lee, 2013) and economic level of the founder (Huh, 2016) are two important success factors of the student startups . Following the both types of the startups, the attitudes of the startup founder such as risk-taking tendency is an success factor for student startups also (Chang & Lee, 2013; Segal et al., 2005). In addition to that, the capabilities of the student such as startup experience and knowledge of industrial technology(Cho & Lee, 2016; Lim et al., 2014).

4.2 Business model

business model includes many facets of startups, the characteristics of business model are divided into technical factors and market factors among others. Whereas technology factors include product planning, development, production, and improvement, success factors are as follows.

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4.2.1 Technology factors:

Technology factors are organized into three sub groups that are product planning, new product development and product improvement.

4.2.1.1. product planning

Starting with product planning, the components of this latest are success factors just for venture startup such as competitive advantage (S. Kim & Jo, 2006; Y. B. Kim & Ha, 2000; Oh et al., 2002; Sim et al., 2015), Discrimination capability (S. Kim & Jo, 2006; J.-W. Lee & Chang, 1998, 2001) and cost leadership(J.-W. Lee & Chang, 1998).

4.2.1.2 New product development:

New Product Development (NPD) refers to the complete process of bringing a new product to market. This can apply to developing an entirely new product, improving an existing one to keep it attractive and competitive, or introducing an old product to a new market. It is considered as a success factor for both of venture and youth startups as follows:

4.2.2 Market factors:

The market is organized in three subgroups that are market size, market growth rate and market structure.

4.2.2.1 Market size:

Market size is a critical factor when individual set up a new business. It's a measure of the potential value in the chosen market, and so it gives the individual an idea of exactly how much money he can make from your innovation. In general, market size is simply the total amount of money customers spend on goods and services that fall within the definition of the relevant market(brex, 2020). Following the literature studies, market size is a success factor for both venture startup (Go et al., 2003) and student startup (Cho & Lee, 2016)

4.2.2.2 Market growth rate:

Market Growth rate is defined as the rise in sales or market size within a given customer base over a specific period of time. When a business analyses its market, it requires interpreting its market growth rate. The sales growth is compared with the market growth rate. According to (J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014; Yun et al., 2008), market growth rate is a success factor just of venture startup;

4.2.2.3 Market structure:

Market structure, in economics, refers to how different industries are classified and differentiated based on their degree and nature of competition for goods and services. It is based on the characteristics that influence the behavior and outcomes of companies working in a specific market. Marketing structure is a success factor just of venture startup (J.-W. Lee & Chang, 1998; S. H. Lee & Noh, 2014; Y.-S. Shin & Choi, 2010; Yun et al., 2008). There are four types of market structure:

1- Perfect Competition: Perfect competition occurs when there is a large number of small companies competing against each other. They sell similar products (homogeneous), lack price influence over the commodities, and are free to enter or exit the market.

2- Monopolistic Competition: Monopolistic competition refers to an imperfectly competitive market with the traits of both the monopoly and competitive market. Sellers compete among themselves and can differentiate their goods in terms of quality and branding to look different. In this type of competition, sellers consider the price charged by their competitors and ignore the impact of their own prices on their competition.

3- Oligopoly : An oligopoly market consists of a small number of large companies that sell differentiated or identical products. Since there are few players in the market, their competitive strategies are dependent on each other.

4- Monopoly : In a monopoly market, a single company represents the whole industry. It has no competitor, and it is the sole seller of products in the entire market. This type of market is characterized by factors such as the sole claim to ownership of resources, patent and copyright, licenses issued by the government, or high initial setup costs.

4.3 Resources:

Resources of startups are classified into four categories that are:

4.3.1 Core manpower:

The category core manpower is organized into two categories that are:

4.3.1.1. Startup team:

The startup team are persons who are working in the same team for the same goal. It is considered as one of the important success factors for both of venture startups(J.-W.

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Lee & Chang, 2001; S. H. Lee & Noh, 2014; Sim et al., 2015); and youth startups (Bang et al., 2014) due to importance of working in a group or in a team.

4.3.1.2. Securing a talented person:

Securing a talented person is the processes of satisfying the needs and desired of a talented person to do not forgetting him or her due to its importance for the team and for the startup. Therefore, all the team play a role of working together for the same goals and securing themselves and the others for the aim of succeeding together. For that, Securing a talented person is a sub-category of core manpower that represent a success factor of venture startups (J.-W. Lee & Chang, 2001; Yun et al., 2008)

4.3.2. Sales:

According to different theoretical studies, having your part in the market is one of the main goals of a startup. Therefore, having a customer that use your product or your service mention that you have your parts, this latest will presented by the number of sales , therefore Sales ire success factors for youth startups (Bang et al., 2014), and for venture startups as follows:

4.3.2.1 Marketing strategy:

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers. Therefore, Marketing strategy is success factor for venture startup (S. H. Lee & Noh, 2014)

4.3.2.2 Sales process:

The startups sales process is a template that guides the startup towards achieving sales objectives. It also helps the startup founder in creating the benchmark of performance that it desired from his sales team members. Creating a sales process is important as it allows the startups founder to develop a repeatable series of steps that the members of the sales team need for successful conversation. Therefore, sales activity or sales process is a success factor for venture startup (Y. B. Kim & Ha, 2000). In general, there are seven characteristics of sales process(Das, 2020):

a) Customer-centric: Modern buyers are resourceful, well-informed and array of options. The startup must align the sales processes accordingly.

b) Clearly defined: the startup should make sure that everyone involved in the business completely understands each of the stages and elements of the sales process.

c) Replicable: the startup sales reps must be so well-versed with the sales process that they can easily replicate each of its steps.

d) Predictable: There needs to be a certain amount of predictability in the flow and the expected outcomes of startup sales process.

e) Goal-oriented: startup sales process must be planned for improving the achievement of certain activities, e.g, drive your company's revenue growth, achieve better sales efficiencies, etc).

f) Measurable: The activities in startup sales process must be measurable for gauging the success and scope of improvement.

g) Adaptable: Startup owners must create a flexible sales process for accommodating the dynamic market, tech innovations, or the changes in your own way of operations.

4.3. 3Funds:

Funding refers to the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing, office spaces, and inventory. Many startups choose to not raise funding from third parties and are funded by their founders only (to prevent debts and equity dilution). However, most startups do raise funding, especially as they grow larger and scale their operations. This page shall be your virtual guide to Startup funding (Government of india, 2022).

There are five types of startups finding:

Table 1: types of startups finding

Working Capital	**Equity Financing**	**Debt Financing**	**Grants**
Brief	Equity financing involves selling a portion of a company's equity in return for capital.	Debt financing involves the borrowing of money and paying it back with interest.	A grant is an award, usually financial, given by an entity to a company to facilitate a goal or incentivize performance.
Nature	There is no component of	Invested Funds to be repaid within a	There is no component of

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	repayment of the invested funds.	stipulated time frame with interest	repayment of the invested funds
Risk	Financer: There is no guarantee against his investment. Startup: Startups need to give up a portion of their ownership to shareholders.	Financer: The lender has no control over the business's operations. Startup: You may need to provide a business asset as collateral.	Financer: There is a risk of the startup not meeting the goal or objective for which the grant has been provided. Startup: There is a risk of the startup not receiving a portion of the grant due to several reasons.
Threshold of Commitment	While startups are under lesser pressure to adhere to a repayment timeline, investors are constantly trying to achieve growth targets	Startups need to constantly adhere to repayment timeline which results in more efforts to generate cash flows to meet interest repayments	Grants are distributed in different tranches w.r.t the fulfilment of the corresponding milestone. Thus, a status is constantly working to achieve the milestones laid down.
Return to Investor	Capital growth for investors	Interest payments	No Return
Involvement in Decisions	Equity Investors usually prefer to involve themselves in the decision-making process	Debt Fund has very less involvement in decision-making	No direct involvement in decision making
Sources	Angel Investors Self-financing Family	Banks Non-Banking Financial	Central Government State

	and Friends Venture Capitalists Crowd Funding Incubators/Accelerators	Institutions Government Loan Schemes	Governments Corporate Challenges Grant Programs of Private Entities

Source: (Government of india, 2022)

4.3.3.1 Funding capability:

Financial capability is the ability to manage money well – both day-to-day and through significant life events and to fund different activities of the startups. Being financially capable means the startup have the resilience to handle times when life is financially difficult – like when it loses the source of financial sources. Therefore, Funding capability is a success factor for venture startups(Go et al., 2003; Y. B. Kim & Ha, 2000; Sim et al., 2015)

4.3.3.2 securing required funds:

the startups with great business ideas but don't have the funds that they need to make it a reality. Therefore, securing required funds is success factor of venture startups (Cheon et al., 2014; S. Kim & Jo, 2006). The startup founder firstly needs to have a solid business plan to help decide how it will fund his business. In general, there are eight important steps to help the startups founder to secure the funding he need(Gill, 2022):

a- Work out how much funding the startup will need;
b- Review the brand identity;
c- Determine whether self-funding is viable;
d- Secure venture capital from investors;
e- Look into crowdfunding;
f- Consider a business loan;
g- Research government grants and loans;
h- Hire in a business coach.

4.3.4. Network:

Following theoretical studies, network sub-category is success factor of venture startup as follows:

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4.3.4.1. Network strategy:

A network strategy consists of your plan for building and managing a network of partners in a way best suited to meet your shared goals. It focuses on the considerations of how the startup founder will build his network, in terms of what he will do, and won't do, to align the work with the fixed goals. Therefore, Network strategy is the is a success factor of the venture startups(J.-W. Lee & Chang, 1998; Sim et al., 2015)

4.3.4.2 Network activity:

Network activity is the activities related with the internet, communication, telecommunication. These activities facilitate the ways of presenting your product or service in the market without making big efforts. therefore, it is considered as a success factor of venture startups (S. Kim & Jo, 2006; Y. B. Kim & Ha, 2000; Kwun & Jeong, 2012)

4.4 Support system:

The support system of the startups is divided into four categories that are: government, society and university.

4.4.1 Government:

According to the different literature review, the government has an important role in the success of the different types of startups due to the offered supports.

4.4.1.1 Support policy:

Government Support for startups has become the need of the day. However, during the period of covid 19, all different types of firms look for support to face the effects of the pandemic. Therefore, different governments launch different support for different types of startups. These supports are differed from a types to another, different studies have discussed the support policy for the three types of startups such as Venture startup(Go et al., 2003), Youth startup (Jeon, 2012; Song & Lee, 2012) and for Student startup (B. J. Kim & Cho, 2014).

4.4.1.2 Public sector support:

Supporting a firm has a great impact on the effectiveness and efficiency of the firms. Moreover, some researchers find that support is considered from the needs of the SMEs (North et al., 2001). Also, it is considered as an important success factor for startups because it help them in the first days of operation (Ham & Ko, 2016).

4.4.2 Society:

4.4.2.1 Surrounding network:

Starting a business is always going to be a difficult endeavor that requires a large number of factors to go in your favor. Building the network is a key component to the ongoing success of your startup. Surrounding network is a success factor for both youth startups(H. C. Kim et al., 2016) , and for student startups(Chang & Lee, 2013). In general, eleven reasons why networking is essential for the startup:

1. Finding New Business & Referrals
2. Partnership Opportunities
3. Find Mentorship & Support
4. A Strong Network Gives Startup More Leverage with Investors
5. Gaining Feedback & Ideas
6. Increased Access to Business Resources
7. Grow startup Team with Top Talent
8. Accelerate Learning
9. Build Business Confidence
10. Enhance startup Communication Skills
11. Help Others Succeed

4.4.3 University:

4.4.3.1 Entrepreneurship education

entrepreneurship education is held up as the model for changing attitudes and motives. Also, Entrepreneurship education seeks to propose people, especially young people, to be responsible, as well as enterprising individuals who became entrepreneurs or entrepreneurial thinkers who contribute to economic development and sustainable communities (Raposo, 2011). Therefore, different studies mention that entrepreneurship education is a success factor of student startup (Chang & Lee, 2013; Peterman & Kennedy, 2003; Souitaris et al., 2007; Walter et al., 2013)

4.4.3.2 Startup support activities

Supporting activities are actions taken by organizations. Supporting activities typically include fundraising activities, management and general activities, and membership development activities (Bragg, 2022). Due to the importance of these activities, Startup support activities is a success factor of student startup(Cho & Lee, 2016)

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4.4.3.3 Startup mentoring

A startup mentor is someone who caters specifically to the needs of startup employees. They offer guidance and support, helping startup workers to develop their skills, grow their networks, and achieve their professional goals (Nick Saraev, 2022). Also, Having a business mentor can help you turn your good idea into a viable business proposition, and can make all the difference in getting your dreams off the ground (Baragwanath, 2018). Therefore, Startup mentoring is success factor of student startup (Chang & Lee, 2013)

5. **CONCLUSION**

Starting with the technological development that it causes different results such as the appearance of new unsatisfied needs and desires, and the scarce of the raw materials, all these factors and others push the firms to follow the technological development to innovate and sustain. Moreover, for the others, many individuals or teams start by creating something to satisfying the needs of individuals or of enterprises. This is by creation of small firms that are called startups. There first goal is to generate wealth and satisfy new needs and desirous. These startups could be created in different fields such as economics, business, agriculture, industries …etc. Following different studies, different startups face great problems that push them to the failure. Therefore, and following different literature review, we try in this paper to make an abstract about the main failure points of the startups to avoid them where we find that from the major point of startup failure is financial point, management. However, for the next part of the paper, we present the main factors of startup success, majority of the studies find that success factors related with three pillars that are founder, business model, resources and support system. Therefore, it is necessary for the startups to succeed to avoid all factors of failure, and to take all success factors. As a result, to survive:

1.Startups must fix plans to overcome numerous transition hurdles during their growth and maturation (Picken, 2017)

2.Startups must continue its constant experimentations and learning because it is the essence of evolving their business model (Sarasvathy, 2001; Baker & Nelson, 2005; Fisher, 2012; Kerr et al., 2014; Picken, 2017)

3.forming relationships with external partners (Teece, 2010; Pangarkar and Wu, 2012; Kask and Linton, 2013).

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