

A STUDY ON THE STRATEGIES OF EVALUATING PLATFORM ECONOMICS START-UP MODEL WITH VC VIEWPOINT

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ABSTRACT

In recent years, platform economy is almost equal to the leadership position of traditional enterprises since the industrial revolution, and many people treat platform economy as their start-up business target. But the entrepreneurial success needs to consider lots of factors; otherwise it will cause a failure in the last. This study evaluates the strategy models adopted by entrepreneurs in platform economics from the perspective of venture capital (VC). According to their own core technology and market characteristics, the strategies are respectively: (1) attacking strategy; (2) ride sharing strategy; (3) hit and run strategy; (4) micro market strategy. Entrepreneurs need to master powerful key resources in at least one aspect among the demand side, supply side and technical side; otherwise their start-up business will be failed.

KEYWORDS: Platform Economy, Star-Up, Venture Capital, Entrepreneur