

1. Introduction

In the recent years the term “technological startup” is becoming more popular. A chain of American and European companies, which started their services recently, achieve the market capital of one billion USD, leaving behind many companies from different sectors behind. The Technological sector is a complex business, in which rules and laws are relative and are understood different in countries around the world. There are several websites which are supporting the startup projects, allowing the young adults to get an access to direct funds or fund raising campaigns without having much business experience to accomplish their creative and unique ideas. A good example for a project developing website is Kickstarter. Angel Investors are falling in the shadows of websites like this. To this date the IT startup community with market capital over a billion USD are 78 companies and their number is rising monthly. Among them, the American company Airbnb.com got popular since early March 2015, valued on 20 billion USD, which boosts it on 3rd position after the Chinese smartphone producer Xiaomi (46 billion USD) and the vehicles share company Uber (41,2 billion USD). Many leading IT companies are having millions of customers, but as well most of those enterprises are lacking of a stable business model, unlike the Airbnb.com, where the situation is on entire new complex level. The platform not just attracts the money of the risk investors, but earns splendid from its services.

Preview from Notesale.co.uk
Page 4 of 12



airbnb

15. Zhang, L., Pan, B., Smith, W.W. and Li, X. (2009) An exploratory study of travelers' use of online reviews and recommendations: A qualitative approach. *Journal of Information Technology and Tourism* 11 (2), 157-167.

Preview from Notesale.co.uk
Page 12 of 12