



Stanford eCorner

A Startup and its Phases

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Video URL: <http://ecorner.stanford.edu/videos/1705/A-Startup-and-its-Phases>

Jung talks about the five different phases that a start-up will entail in its journey from inception to transition. Phase one is the start-up and the inception. Phase two is a period of growth. Phase three is the unfortunate setback that every venture will invariably face. Phase four is a stage for rejuvenation. The fifth and final phase is a transition for either you as an entrepreneur or the company overall, he says.



Transcript

Phase one is the start-up and the inception. Phase two is a period of growth. Phase three is the unfortunate setback that invariably every venture faces. I call phase four rejuvenation, rebirth. And the fifth and final phase, a transition for either you as an entrepreneur, or the company overall. In our case, with IGN, that transition culminated in the sale to NewsCorp at the end of 2005. So five distinct phases, five sets of challenges.