Entrepreneurship

Beyond Silicon Valley

by Alex Lazarow

From the Magazine (March–April 2020)

Reuben Wu

Summary. Technology start-ups typically become successful by using injections of capital to grow as rapidly as possible and tolerating high risk in a rush for market domination. Entrepreneurs far from superstar innovation cities demonstrate that start-ups... **more**

High-growth tech start-ups are the business miracle of recent decades. So-called unicorns—private venture-backed companies valued at $1 billion or more—have changed the fabric of our lives and transformed the way we do business. These firms, concentrated in capital- and talent-rich cities such as Palo Alto, London, and Tel Aviv, are a source of inspiration for entrepreneurs and corporate managers around the world. Most seem to follow the same playbook: Begin with a plan to "disrupt" an existing industry, use injections of capital to grow as rapidly as possible, and tolerate high risk in a rush for market domination.