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The Corporate Life Cycle: Drivers and Determinants



Failure Rate

- 1. Ease of entry into market
- 2. Easy Access to capital
- 3. Investment needs
- 4. Time lag to market

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Drivers and Determinants

Speed of Ascendancy

- 1. Growth in potential market
- 2. Ease of scaling up
- 3. Customer Inertia (Stickiness of existing product or service)

The Length/Value of the Harvest (Mature phase)

- 1. Growth in overall market
- 2. Magnitude of competitive advantages
- 3. Sustainability of competitive advantages

The Decline

- 1. Ease of entry into market
- 2. Access to capital
- 3. Investment needs
- 4. Time lag to market

The End Game

- 1. Ease of liquidation
- 2. Value of salvageable assets

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