Each stage of a startup development consists of three parts: planning of expenses for realization of tasks of a stage, attraction of investments for covering of these expenses, performance of the planned tasks and realization of the received investments of a stage.

In its **first stage** of existence, a startup must prove whether its team is able to create a profitable business model. Firstly, a startup team must ensure the quality saturation and informativeness of their ideas on the Fundaria presentability page. After that, the team must form a vision of how the startup is going to generate profit. Fundaria provides business development tools that allow the team to create detailed financial and time planning to prove a business model. The team turns its vision into planning how the startup is going to get its first income while figuring out how much revenue correlates with the cost of making it. If the startup team was able to form a flawless page of presentability, a detailed and clear financial and time plan to prove the business model, the chances of placing the first investment intents are increased significantly. In order to begin to form a smart contract for the issuance of shares, the startup team must first plan the tasks required to create proof of the business model, plan the costs associated with these tasks and obtain investment intents from potential investors covering these costs. Typically, such planning for the first stage of a startup's existence does not involve business scaling or the costs of finding a larger investment. The best scenario for the first stage is the simultaneous implementation of "Plan B", the hypothesis of which is that it will be impossible to find investment and the startup will have to prove the business model at its own expense. And it becomes possible due to the rich opportunities provided by Fundaria, one of which are payments by "promises of future shares" from the bounty tasks fund, which will be included in the smart contract.

The **second stage** of startup development begins after the smart contract is created and launched, potential investors who have previously placed investment intents purchased startup shares according to their announced amounts, the startup team was able to perform planned tasks and meet the planned budget, was able to receive the first planned income and thus demonstrating that the startup is moving in the right direction and has the potential to scale. Otherwise, something went wrong, and the team must analyze their mistakes and weaknesses and try again and again to prove the business model, but at their own money, without relying on investors. The chance to fix everything still remains, if the team's intention to succeed is unbreakable.
Once the business model is proven, you can start planning the second stage of development. It is informing about the startup to the largest number of potential investors for the least amount of financial and time costs. The startup team continues to plan the funds, projects and tasks needed to implement the second phase with the support of Fundaria business development tools. At this stage, you should focus on a creative approach to the main task - to show to a large number of potential investors that the startup team is professional enough to perform planned tasks and fit to the planned budget and that the startup's business model can be scaled further and generate profits with dividends on shares. At this stage, it is already clear that the startup has supporters who not only expressed an obvious willingness to buy what the startup generates, but have even bought what the startup has generated. If a potential investor asks,

"What do you need for the money now?". The team member can answer "to inform potential investors about our potential prospects, which we have been able to demonstrate already". The second stage can be called "the scaling of investment attraction". The second stage differs from the first in that the smart contract is launched and generated fund shares for those who want to buy them, so unlike the first stage, you need to focus no longer on investment intents, but on instant purchasing of shares after, perhaps detailed and long acquaintance by the potential investor with aspects of the startup, especially with the fact of existence of the proof of business model. At this stage, the team should think less about attracting potential customers and on detailed improvement of what the startup creates, but more about how and where to look for potential investors and how to make them be impressed by the startup so that they want to buy its shares right here and now in a few mouse clicks or taps on the device screen. The team's vision for further scaling up after the start of the third phase and the prospects for product development, at least in the form of rough project planning, without specifying deadlines and start dates, may be striking.

The **third stage** of the startup's development can begin after the team has managed to at least partially realize the intention to receive investment, not necessarily in full. In this case, the main thing is to follow the most distant but final deadlines. The team and existing investors who have already purchased shares of the startup have already understood how the world feels about the startup, what the team is capable of in its intention to convey information. A comparison of the planned costs for the implementation of the second stage and the actual investment received at the end of this stage indicate how well the team is able to assess their capabilities. This will directly affect the further speed of business scaling and the dynamics of shares price. At the end of this stage, investors can feel or even roughly calculate how much their investment in this startup was justified. The team should analyze the reasons why the startup did not receive the required amount of investment at this stage, if it happened. From now, shareholders should take the right to vote to remove or involve team members, create funds, or even startup related projects. The transition from the second stage to the third begins as the startup team gradually uses the investments received in the second stage. The most successful scenario is that it managed to attract well-known investors, powerful venture funds, or "disperse the hype" so much that people around the world talk about the startup and information spreading is growing like a snowball, people are impressed storying about the startup to each other, shares are bought even by those who have never bought any shares or even cryptocurrencies before, articles are appeared, even if the startup team did not pay for them, and the share price rises steadily, or even showed a pump. If the team can imagine such a state in the second stage, then the team can understand why this should happen and do everything and even "more than anything" for it. As the third stage progresses, the team must have a vision for scaling and development for at least for the coming year. Planning of funds, projects and tasks of the startup should reach a mass and regular level. Planning should involve all aspects of the business: developing marketing tactics and strategies, expanding the business model, testing customer attitudes to existing and new product features, to improve the quality of what the business generates, expanding sales channels, attracting the greatest professionals to the team and improving their skills, understanding the risks and developing preventive measures to minimize the likelihood of their occurrence and adverse effects, expanding derivative or secondary areas of activity, the formation of a long development strategy. At this stage, the emission of shares from the smart contract should be stopped so it will not interfere with the correct share market price in the coming years, but the possibility of activating an additional period of shares emission should remain in the smart contract.