

## How Blockchain Could Help Improve Startup Businesses?

We all know about the influence of blockchain technology in different industries. It facilitates effortless record-keeping for various business purposes. Apart from larger or well-established enterprises, even startups can incorporate blockchain technology in their business.

Entrepreneurship is the best source for fresh and innovative ideas to solve real-life problems. When a group of like-minded entrepreneurs starts their own company, then it is called a startup company. Every year thousands of startups emerge but almost *90% fail* due to the inability in achieving profits.



### How blockchain can benefit startups?

In general, it is hard for startups to manage their customer data and perform secure transactions. Integrating blockchain solutions into their company will help them achieve smooth record-keeping and administration. However, you might require some help from a leading [blockchain development services](#) providing company to achieve a good impact.

Let us take a look at the different reasons why blockchain is the best solution to try out in startup companies.

### **1. Raising Seed fund**

As startups are new and small, they lack sufficient financial resources and support. In that case, blockchain helps them raise funds for their business. With *ICO development and marketing services*, startups can perform successful crowdfunding campaigns just with a solid business idea.

If the business idea seems practical, global investors will sponsor the project. This will ultimately help startups to gain financial support to grow their company.

### **2. Data breach protection**

This is one of the most common reasons why startups cannot sustain the market. Startups might not have a strong ecosystem to store their customer and company data securely. Blockchain will ensure a highly protected platform to keep their confidential information safe. Also, it is nearly impossible to hack any data present in a blockchain.

### **3. Faster transactions**

Blockchain helps startup companies to perform faster and more secure online transactions anywhere around the world. One can also accept crypto and cross-border payments without loads of paperwork. Importantly, there are no intermediaries involved in transactions, thus the firm can save transaction costs.

### **4. Fraud resistance**

The usage of the internet has increased more than in previous years. This creates an alert that there is a high possibility of fraudulent activities. To overcome this situation, blockchain helps in reducing fraud by performing necessary authentication and verification processes.

### **5. Supply chain management**

Streamlined management of data and goods will help in gaining the trust of the customer. Additionally, it will boost the company's performance and helps them in keeping track of product and customer information. Supply chain management can also aid in reducing the complexity of record-keeping.

The complete list of benefits blockchain technology can provide to a startup company is just *enormous*! Early adopters of blockchain will experience immune growth in their enterprise over time.

However, they need professional blockchain consultation assistance to get these perks. An inexperienced service provider cannot offer the best results which will lead to huge losses. So, it is really important to get assistance from a leading [blockchain development company](#).

