

# Products offered by a startup and the quality of human life

## Wiesław Łukasiński

Cracow University of Economics,  
Poland

E-mail: lukasinw@uek.krakow.pl  
ORCID: 0000-0002-8757-0190

## Angelika Nigbor-Drożdż

Cracow University of Economics,  
Poland

E-mail: angelika.nigbor@gmail.com  
ORCID: 0000-0001-5796-0385

**Abstract:** The development of modern economies is determined by many factors. One of the most important is the use of the new technologies and innovations, which at the same time enable the introduction of solutions in the field of Industry 4.0. The form of organization oriented towards innovative solutions is a startup. The aim of the article is to show the relationship between the product offered by a startup and the quality of human life. It is important how and on what levels startups function in today's reality and how their activities can affect the quality of human life. The implementation of the chosen goals was possible thanks to the study of the literature on the subject and the conduct of a questionnaire survey. The work also presents a case study of a Polish startup, the product of which is an innovative solution that can be used when ordering meals online for employees. The offered product affects the quality of users' work, making it easier for them to order and plan a meal at work. In addition to saving the time needed to prepare a meal or go to a restaurant to eat it, it should be reflected in their well-being or work efficiency. The survey provided information on how online ordering of meals is perceived by application users.

**Keywords:** startup, quality of life, innovative product

## 1. Introduction

Gaining a competitive advantage in a changing and complex environment becomes the main challenge for the twenty-first-century organizations. It is possible thanks to the resource, which is knowledge, which also reflects the level of economic development of the country. The ongoing fourth industrial revolution presents organizations with new challenges related to, for example, progressive digitization. The fact that the organization is not oriented towards flexible adaptation to the environment means that it is often not competent to introduce new technological solutions. Then again, a startup that delivers innovative solutions using modern technologies to the market may have these competences.

Publication financed by:  
Małopolska School  
of Economics in Tarnów

Correspondence to:  
Wiesław Łukasiński  
Uniwersytet Ekonomiczny  
w Krakowie  
ul. Rakowicka 37  
31-510 Kraków, Poland  
Tel.: +48 663551266

Currently, organizations are facing an increase in the level of quality of life thanks to the introduction of new technological solutions. In turn, these solutions are largely possible thanks to a startup.

**The aim of the article is to show the relationship between the product offered by a startup and the quality of human life.**

It has become important to determine how and on what levels startups can affect the quality of human life, also taking into account their participation in the fourth industrial revolution. **It becomes purposeful to answer the question—whether startups have a positive impact on the quality of human life.**

The achievement of the chosen goals was possible thanks to the review of the literature on the subject, conducting a survey and presenting a case study. An attempt was made to examine the impact of a specific startup's operation on the quality of human life and to assess the quality of the product delivered by it.

## 2. Startup and the quality of human life

A startup is a special type of organization focused on innovation (Paoloni and Modafferi, 2018). S. Blank (2013) writes that a startup “is a temporary organization that is looking for a repeatable and scalable business model”. Organizations of this type are characterized primarily by: independence, innovation, ability to respond to customer needs, business scalability and uncertainty. Startups have relatively low start-up costs, a much higher risk of ventures than standard organizations and a high return on investment, higher than in the case of ordinary ventures (Łopusiewicz, 2013). No wonder that statistically most startups (about 60%) fail in the first stage of operation, i.e. 3–5 years after their inception (Melegati et al., 2019; Mukti et al., 2019). Thus, startups are characterized by both high risk and the possibility of growth due to the fact that from the beginning of their operation, they are aimed at expanding the scale by entering the global market (Law, 2017).

Startups are highly flexible, which increases the possibility of implementing new solutions by them compared to traditional organizations. Therefore, often establishing relationships with startups turns out to be more economical from their point of view than hiring experts to achieve specific goals on their own. Startups have innovative, invaluable knowledge that cannot be acquired or created by organizations operating in accordance with traditional principles. The cooperation of traditionally functioning organizations with startups becomes common during the process of generating innovation (Moschner et al., 2019). Startups can be of key importance for the quality of operation and development of an organization, because thanks to them they gain the ability to introduce innovations and offer much better solutions to their clients (Bărbulescu and Constantin, 2019). Moreover, startups have enormous potential to increase innovation and competitiveness not only of the organizations themselves, but above all of the economy (Skawińska and Zalewski, 2020). Lozano and Petros (2018) write that startups offer intelligent solutions that are more inventive and valuable than before. Their focus on the continuous development of innovations and their implementation is the foundation for creating a knowledge-based economy, preferring the principles of sustainable development. Fast-growing organizations most often rely on new technologies and innovations based on a large amount of information and data (Burnat-Mikosz et al., 2016).

Social inequalities and the low standard of living in some parts of the world are the subject of economic analysis and research. The problem is the marginalization of the needs of a large group of people who are unable to meet them at the expected level (Kalinowski, 2017). Especially now, during the Covid-19 period, the growing negative socio-economic phenomena, including unemployment and pauperization of the society, is becoming visible. According to social and economic policy, both at the national, regional and local level, increasing the quality of life of the society should be considered as the overriding goal. In the European Union, there is a visible striving for a balance between economic development and social development, while preserving the natural environment and cultural heritage. Also in Poland, in the Long-Term National Development Strategy until 2030 and the Medium-Term National Development Strategy 2020, great emphasis is placed on improving the quality of life of Poles by ensuring stable and high economic growth (Panek, 2015).

The term *quality of life* is used on many levels and interest in this concept is still growing. Nevertheless, there is no uniform definition in the literature that would define this category. "Quality of life" can be considered in many dimensions, including social, cultural, medical or economic (Petelewicz and Drabowicz, 2016). The quality of human life is an interdisciplinary concept, and its assessment is usually based on multi-dimensional procedures. Macroeconomic indicators (e.g. GDP, unemployment rate), health, education and subjective factors such as individual happiness or family and community relations are important (Szernik et al., 2019).

The assessment of the quality of life is influenced by such factors as, for example, education, health, social contacts, personal activity, public voice and influence on decisions made, the natural environment, as well as economic and personal security (Stiglitz et al., 2013). It should also be emphasized that the quality of life also depends on factors such as: productivity, material living conditions, economic and physical safety, leisure and social contacts, fundamental rights, the natural and living environment, as well as on general life experiences of a human (Łańcucki, 2015).

Human economic activity and all activities undertaken to improve the level of its efficiency and effectiveness are aimed at creating things, conditions or solutions that will improve the quality of human life (Łukasiński, 2017).

The concept of quality of life is ambiguous, open and multi-faceted. Kolman writes that the quality of life is the degree to which a person's spiritual and material needs and their requirements are satisfied. Therefore, it is a certain level of meeting the expectations in the "normality" of the implemented activities, as well as in the everyday life of the individual and the whole society (Kolman, 2000). According to Borys (2007), the quality of life is "a category expressing the degree of human self-realization in a holistic approach (with the balance of well-being, well-being and bliss) or in a more or less narrow sense, e.g. from the point of view of consumption of material goods that satisfy his needs (with the domination of welfare over welfare and bliss)".

The quality of life can be talked about as the degree of satisfaction of specific and varied needs which, in the objective approach, are objective living conditions of people measured by variables. Alternatively, according to the subjectivist approach, it is human satisfaction in various zones of life and the level of their feeling (Chmielnicka, 2004). The subjective

assessment of an individual plays a decisive role in the process of determining the quality of life category. Moreover, the quality of life may evolve under the influence of social, economic or ecological factors.

In terms of social policy, the quality of life is combined with social needs. Satisfying these needs is identified as the overriding goal of social development at all levels, i.e. local, regional, national and international (Panek, 2016).

It seems that the improvement of the quality of life should be significantly influenced by the development of digital technologies, which is a new challenge for the organization (Łańcucki, 2015). The industrial revolution is not only changing traditional business models, but redefining entire industries.

Platon defines quality as “a certain degree of perfection”. In the literature, however, the most common definition is that quality is a certain degree of meeting customer needs. It can be assumed that quality is “a set of characteristics of goods or services during their purchase, which contribute to satisfying customer needs” (Drapińska, 2007). From the client’s point of view, one can speak of perceived quality, and thus his subjective feeling. From the point of view of the organization or management, it is important to obtain, above all, objective quality, which is closely related to meeting standards. Product quality plays an important role in building a competitive advantage, and identifying and meeting customers’ needs through it often determines the success of the organization and improves the quality of life (Cruz and Mendes, 2019). A startup is an organization which, by its nature and basic assumption, should be able to provide innovative value to the client, and thus respond to clients’ needs and significantly improve the quality of their lives.

Products offered by startups are a response to customer needs. They largely solve the problems faced by users. Startups are distinguished by the ability to produce products with a high level of added value thanks to the convergence of industries and technologies in line with the ongoing fourth industrial revolution (Marwick, 2017). The improvement of the quality of life is influenced not only by the solutions proposed by the startup, but above all by their quality.

Currently, customers are more willing than before to give up having a large amount of exclusive resources in favour of sharing. In turn, Big Data and analytics power artificial intelligence and study their behavior as well as communication, nutritional and health habits in order to then identify their needs and suggest solutions. This phenomenon aims to provide customers with the right product, at the right time and place. It can therefore be concluded that the technologies not only improve and develop the functioning of the organization and the economy but most of all improve the quality of human life.

While reviewing the literature, one can find more and more research results confirming that startups are one of the most important channels of socio-economic development, changes in industry and a source of renewal (Passaro *et al.*, 2020). Thanks to the ability to shape innovation and use new technologies, startups have not only great opportunities to support the transformation of local areas, but also entire economies.

Startups increase the innovativeness and competitiveness of the national economy, having the competence to effectively and flexibly meet the needs of customers that exist or appear on the market (Skawińska and Zalewski, 2020). What’s more, startups are considered to support a sustainable economy. Thanks to innovation, they are able to introduce pro-environmental

and pro-social solutions to a greater extent than the traditional ones (Hall et al., 2010). An organization's learning ability affects the quality of its competences. This is reflected in the style of leadership, behaviours and attitudes of employees, organizational culture, increasing the chance for sustainable development of the organization (Bilan et al., 2020).

A startup can achieve a competitive advantage thanks to the synergy of human competences and modern technologies (Chursin and Strenalyuk, 2018). Therefore, the key factors determining the quality of the functioning and development of a startup include: leadership, employees, the ability to develop technological and adherence to the principles of sustainable development. The resource of knowledge, not only technological, but also practical, coming mainly from the leader and employees, should also be considered an asset of a startup, as the startup development process is driven by their competencies (Tsolakidis et al., 2020).

All these activities have a significant impact on the quality of human life through, e.g. creating ergonomic workplaces or optimal management of waste generated as a result of the production process.

### 3. A startup and its product—a case study

Online shopping has become popular in recent years. The number of online stores is growing, and the growth of the online retail market is becoming visible. It means changing the behaviour of people who are opening up to new distribution channels. The economic motives for buying online are becoming apparent, and they are perceived by sellers who understand the importance of the added value of making this type of sale. This value usually depends on a set of factors that make it attractive to buy. What is important, is the price, quality of service, ease and speed of making a purchase, or its safety (Vaitkeviciu et al., 2019).

An example of a startup that provides an innovative service is a Krakow organization. It created an online canteen for online ordering of meals by office workers. This organization created an innovative product that solved the problem of users related to the daily ordering of meals at work and the problem of subsidizing meals by organizations. Among other relatively similar solutions in the field of ordering meals on the market, this startup stands out:

- a strictly defined group of recipients (employees of the organization);
- mode of operation (grouping orders by area and delivery time);
- sustainable development;
- an individual offer prepared for customers, taking into account their preferences;
- innovative mobile and web application for clients, restaurants and employers.

Moreover, the Krakow organization has several characteristic features of a startup. It should be noted that:

- its development is financed by founders and external investors who have a huge influence on it;
- it delivers an innovative product to the market;
- it is still looking for a scalable and repeatable business model;
- each of its strategic actions carries a considerable risk of failure;
- it is more concerned than other organizations with the uncertainty related to, for example, the crisis related to the Covid-19 pandemic.

Gaining a competitive advantage for a startup is possible thanks to the proper grouping of customer orders (logistics aspect), an application that determines fast and effective ordering of meals (technological aspect) and the efficiency of the Customer Service Office (social aspect).

Technological development determines the delivery of the expected quality of the product to users, full adaptation to their needs. It would not be possible without the co-financing from the Venture Capital fund, thanks to which the development of the startup and its product have been financed for a year. Thanks to the support received, the application develops at a very dynamic pace, introducing newer and newer system improvements. These activities contribute to increasing comfort and quality for employees, employers and restaurants using the application. In addition to the development of the web application, the mobile application for customers and restaurants is also being developed.

The Krakow startup fits perfectly into the principles of Industry 4.0, as it primarily provides the market with innovation that drives economic development. In addition, it operates in accordance with the principles of sustainable development, on which Industry 4.0 is also based. In its operation and development, the startup uses technologies developed during the fourth revolution. The Krakow startup is managed by an experienced manager who, together with his team, has been working intensively on the development of the application for two years. It is important that the team consists of young and ambitious employees who focus on the development of both their own and the organization.

The surveyed startup currently employs about 20 people who are working on new solutions to meet the needs of various stakeholder groups. The startup operates in accordance with the principles of sustainable development, which means that both managers and employees strive to meet the needs of not only the present, but also future generations. In the Krakow startup, the actions taken on a daily basis prove compliance with the principles of sustainable development. The ability to group orders and plan deliveries is important, allowing restaurants to combine them into one overall course. Thus, the driver covers considerably fewer kilometres during the working day, for example improving the air quality in the city. The website promotes biodegradable packaging, so that each customer can make an informed choice. Customers were provided with an original poster, through which the organization tries to teach employees to properly segregate packaging after eating lunch. It is also important that the dishes are ordered without plastic cutlery. It seems that the above competences contribute to the improvement of the quality of human life.

Every day, customers can place an order by 10:45 from the restaurant offer available on the website. Each restaurant carries out orders at lunchtime within a strictly defined time frame. The startup does not charge any additional delivery fees and does not require a minimum order amount, the employee can order just a soup. Thus, the user can plan his meal for a given day and adjust the lunch break to his daily schedule. The customer settles accounts once a week, which also greatly facilitates the ordering process and shortens its time.

A startup allows employers to partially or fully subsidize their employees' meals. In this way, companies can introduce an additional and very important benefit for employees. It has a very positive effect on the quality of work/ life and the efficiency of employees, additionally saving their time for preparing meals at home, or devoting it to ordering dinner in other ways during work.

The restaurant receives grouped orders along with the delivery schedule. They are being realized according to it at lunchtime from 12:00 pm to 2:00 pm. Orders are left in a designated place in a given company. At this point, a delivery notification is sent to the application or e-mail to all users who placed an order on that day. The supplier does not have to wait for customers, because each order is described with an individual customer code, on the basis of which he identifies his order, and the settlement takes place online.

When handling such orders, the restaurant gains a standing order, which, due to its nature, allows it to efficiently plan the demand. At the beginning of cooperation, each of them determines its supply range and production capabilities. He also gets access to his panel to manage the menu and view orders and to the application aimed at confirming deliveries, as well as preparing the optimal delivery route. It is worth paying attention to the fact that a startup through the created system, thanks to technology, connects employees/ companies and restaurateurs.

The startup also reacted swiftly to the effects of the Covid-19 crisis. It extended its service to home deliveries of remotely working employees. Thus, employees do not have to waste time cooking or spend extra money on delivery costs. Even in this difficult period, when most benefits have been withheld, the employer can still provide it to employees. Then again, orders continue to flow to restaurants, which are often one of the main revenues during a pandemic. Deliveries are contactless, and customers receive information via the application that an order is waiting at the door. In 2020, a blog was also created, where the startup periodically publishes information on nutrition at work, as well as information on safe deliveries during a pandemic. Thus, the startup additionally educates its clients and raises their awareness about proper nutrition.

The presented example of a startup and the technological solution it offers have a positive impact on the quality of life and is in line with the goals of Economy 4.0. Thus, it proves that startups and the products they manufacture have great chances to meet the needs of customers, supporting the development of the ongoing industrial revolution.

Quality for customers is one of the most important features of the product. Researching their opinions helps to improve the quality of the product and adapt it to their needs, which has a positive effect on improving the quality of life. A Krakow startup, through the provided application that allows ordering meals, can effectively affect the quality of human life.

In order to assess the quality of functioning of the offered application, a questionnaire survey was carried out among customers using it. The survey was conducted on a group of 300 customers answering the survey questions. The study was conducted from March to May 2020 in Poland. In order to conduct it, a questionnaire was used, which was made available on the Internet. 65.3% of women and 34.7% of men took part in the study. The study group was dominated by people with higher education (67%), the remaining 34% were people with secondary or less education.

The respondents were asked, *inter alia*, about the most accurate definition of product quality in their opinion. This was to determine the perception of quality by the respondents using the application. Each of them could indicate one definition. The results are presented in Figure 1.



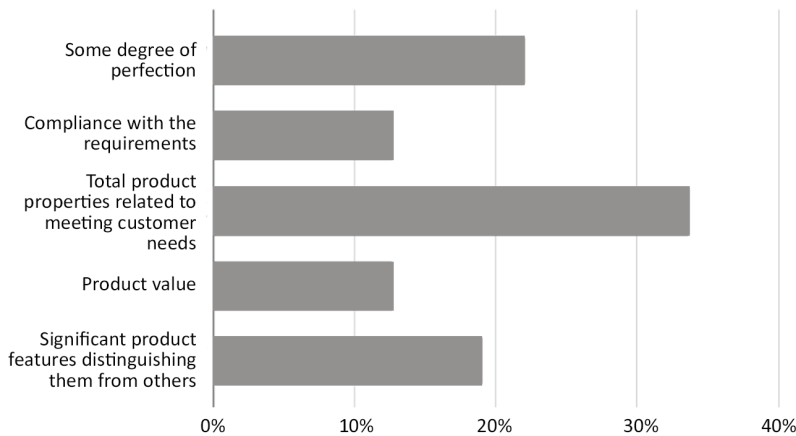


Figure 1. Definition of product quality

Source: Authors' own elaboration based on the survey conducted by the respondents.

Most of the respondents indicate that for them quality means all the properties that are related to meeting the needs of consumers (33.7%). The product value (12.7%) and compliance with the requirements (12.7%) turned out to be the least appealing definition of quality to consumers. It follows that product quality is associated with providing specific solutions that may positively affect the quality of life level. This is also the solution provided by a startup.

In the next question, respondents were asked to assess the extent to which individual factors affect the perceived quality of the product provided by the startup. They rated them on a scale of 1 (least significant) to 5 (most significant). The results are presented in Table 1.

Table 1. Assessment of factors influencing the perceived quality of the product provided by a startup

Factors	Average	Median	Dominant
quality and safety of a delivered meal	4.29	5	5
appropriate taste, look and smell of a meal	4.22	5	5
punctuality of meal's delivery	4.16	5	5
ease and safety of using the application	4.09	5	5
online payment option	3.99	4	5
no additional delivery costs	3.83	4	5
possibility of receiving discounts on ordering meals	3.65	4	3
no difference between on-premises and online price	3.63	4	5
rich and varied offer of restaurants from which you can order meals using the application	3.61	4	3
possibility to choose the time of delivery of the meal	3.60	4	5
preview—what happens with the ordered meal	3.52	4	5
the daily amount of lunch options	3.36	3	3

Source: Authors' own elaboration based on the survey conducted by the respondents.



The results indicate that the most important for users is the quality and safety of the delivered meal, its appropriate taste, appearance and smell, and timely deliveries. The factors with the highest average show that application users pay the most attention not so much to the technical aspects of the application, but to the quality and safety of meals. Therefore, it is crucial that the organization selects the restaurants that appear on the website selectively, as it must be responsible for the quality of the meals provided. In turn, the last two factors related to the number of restaurants on offer and their extensive menu show that a startup, by selecting restaurants and narrowing down the menu, often makes it easier for employees to choose, shortens the ordering time and, as a result, provides only valuable options for which they can be held responsible.

On the basis of the obtained results, it should be stated that each of the above factors affects the quality of life of users, as none of them received an average score lower than 3. Moreover, high scores dominate in most of the factors. The respondents gave each of them usually one of the highest marks (4–5).

The application created by the startup affects the quality of life not only through the features that facilitate ordering, but above all because everyone can easily stock up on food at work, in this case an important lunch. The next respondents were asked to indicate the three most important factors for them, which are important when ordering via the application. The results are presented in Figure 2.

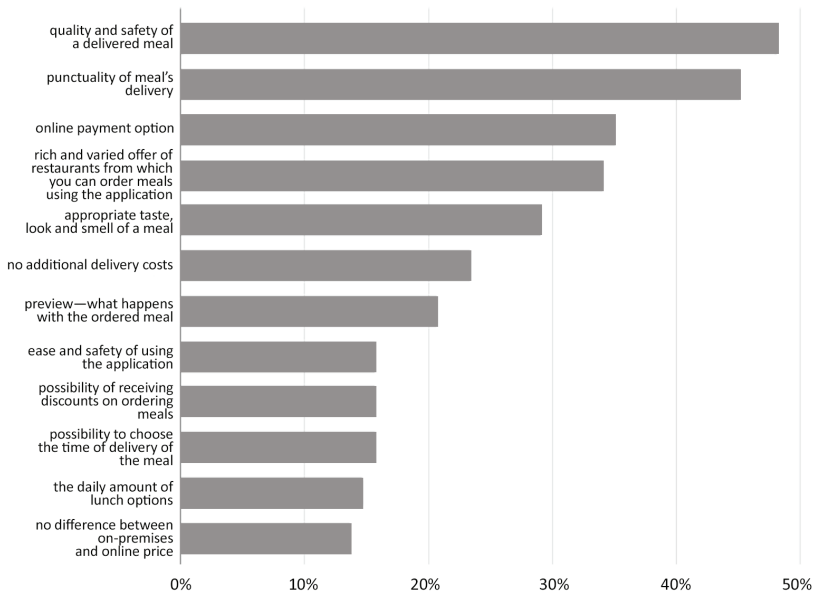


Figure 2. Key factors determining the success of a product provided by a startup

Source: Authors' own elaboration based on the survey conducted by the respondents.

On the basis of the obtained results, the following key factors should be considered: the quality and safety of the delivered meal, punctuality of meals's delivery, online payment. The fewest indications were for the following factors: no difference between the price in the restaurant and online, as well the daily amount of lunch options.

The quality and safety of the delivered meals affects human health, which is one of the key aspects of the quality of human life. The results of the study show that customers pay attention to what they order, thus taking care of their health. In turn, a startup does not only provide a technological solution affecting the quality of life, but above all, it offers a specific lunch offer aimed at providing a valuable meal during work. The factors indicated by the respondents which they considered the most important also directly affect the quality of life. Based on the above results from the survey, it can be concluded that the solution created by the Krakow startup has a positive effect on improving the quality of human life.

#### 4. Final remarks

The fourth industrial revolution is currently underway. Successive organizations are trying to flexibly adapt to changes in the environment. Startups offer innovative solutions. Innovations and modern technologies used within its framework, as well as startups, give the opportunity to shape solutions, influencing the increase in the quality of human life through the facilities that organizations provide to the market for people.

Summing up, it should be stated that startups significantly improve the quality of life. It proves that startups:

- use market niches and offer innovative products to better meet the identified new consumer needs;
- promote pro-social and pro-ecological solutions that have a positive effect on the level of human health, giving the possibility of preserving the natural environment in an unchanged (improved) condition for future generations;
- they often promote risky solutions that bring them success and have a positive impact on improving the quality of functioning of mature organizations;
- use new technologies (e.g. IT), favour the development of competences of their employees;
- they provide opportunities for people to be creative and inventive (especially for young people), to gain more independence in the decision-making process or to implement activities.

Presenting the example of a Krakow startup was to show how startups improve the quality of human life in a practical way. The analysis of the literature and the presented results from the survey show that various factors contribute to the improvement of the quality of life. In the case of the above-mentioned startup, the quality of life is primarily influenced by the quality of the meals provided and the safety of eating them. Alternatively, the very solution proposed by the surveyed startup improves the quality of life, among others through:

- improving eating habits, increasing the possibility of eating meals regularly, reducing the loss of time necessary for preparing or ordering a meal during work;
- improving work efficiency;
- reduction of pollutant emissions thanks to the grouping of orders;
- educating employees on healthy eating and waste segregation;
- the possibility of integrating the crew while eating lunch together at work, which should improve the well-being of employees.

In conclusion, it should be said that compliance with the principles of Industry 4.0 or the role of startups in the ongoing revolution have a positive impact on improving the quality of human life and respond to their needs. It can certainly be said that the described startup operating in Krakow is an innovative venture. The product it offers is both an innovative solution and a tool for ordering meals. Its advantage is the ability to connect different groups of stakeholders, meeting their needs. The principles of Economy 4.0, the variable and complex environment are conducive to the creation of startups, which should be oriented towards creating solutions positively influencing the quality of human life. Nowadays, the global market makes it possible to gain a competitive advantage only to those who will offer solutions that satisfy the customer. Therefore, it becomes necessary to shape the competences of organizations that determine the creation of innovative solutions that have a positive impact on the quality of human life.

## 5. Summary

The development of modern economies is determined by many factors. One of the most important ones is the use of the latest technologies and innovations, which at the same time enable the introduction of solutions in the field of Industry 4.0. A startup is a form of organization oriented towards innovative solutions.

The aim of the article is to show the relationship between the product offered by a startup and the quality of human life. It is important how and on what levels startups function in today's reality and how their activities can affect the quality of human life. The implementation of the chosen goals was possible thanks to the studies of the literature on the subject and the conduct of a questionnaire survey. The work also presents a case study of a Polish startup, the product of which is an innovative solution that can be used when ordering meals online for employees. The offered product affects the quality of users' work, making it easier for them to order and plan a meal at work. In addition to saving the time needed to prepare a meal or go to a restaurant to eat it, it should be reflected in their well-being or work efficiency. The survey provided information on how online ordering of meals is perceived by the users of the application.

## References

- Bărbulescu, Q., Constantin, C. P. (2019). Sustainable growth approaches: Quadruple helix approach for turning Braşov into a startup city, *Sustainability*, 11(21), 1–9. DOI: 10.3390/su11216154.
- Bilan, Y., Hussain, H. J., Haseeb, M., Kot, S. (2020). Sustainability and economic performance: Role of organizational learning and Innovation. *Engineering Economics*, 31(1), 93–103. DOI: 10.17512/pjms.2020.21.2.05.
- Blank, S., (2013). Why the lean start-up changes everything, *Harvard Business Review*, 91, 63–72.
- Borys, T. (2007). Quality of life versus value systems. In: E. Skrzypek (ed.). *Conditioning of the quality of life in informational society*. Lublin: Wydawnictwo UMCS.
- Burnat-Mikosz, M., Patorka, J., Weber, J. (2016). Diagnosis of the start-up ecosystem in Poland [online, accessed: 2021-03-23]. Retrieved from: [https://www2.deloitte.com/content/dam/Deloitte/pl/Documents/Reports/pl\\_Deloitte\\_Start\\_ups\\_report\\_summary\\_2016.pdf](https://www2.deloitte.com/content/dam/Deloitte/pl/Documents/Reports/pl_Deloitte_Start_ups_report_summary_2016.pdf).
- Chmielnicka, E. (2004). Information, knowledge, wisdom: What knowledge society should appreciate. *Science and Higher Education*, 1(23), 7–18.
- Chursin, A., Strnalyuk, V. (2018). Synergy effect in innovative activities and its accounting in the technological competencies of an enterprise. *European Research Studies Journal*, 21(4), 151–156. DOI: 10.35808/ersj/1110.

- Cruz, V., Mendes, L. (2019). The influence of service quality on users' behavioural intentions in the developing countries: Cross sectional study in Cape Verde's Public Hospitals. *International Journal for Quality Research*, 13(2), 361–380. DOI: 10.24874/IJQR03.02-08.
- Drapińska, A. (2007). Can higher school always fulfill the expectations of students? *Marketing i Rynek*, 3, 14–18. ISSN 1231-7853.
- Hall, J., Daneke, G., Lenox, M. (2010). Sustainable development and entrepreneurship: Past contributions and future directions. *Journal of Business Venturing*, 25(5), 439–448. DOI: 10.1016/j.jbusvent.2010.01.002.
- Kalinowski, S. (2017). *Poziom życia ludności wiejskiej o niepewnych dochodach*. Warszawa: Wydawnictwo Naukowe PWN. ISBN 9788301182205.
- Kolman, R. (2000). Researching teams of life quality. *The Problems of Quality*, 2, 2.
- Łańcucki, J. (2015). Poprawa jakości życia jako imperatyw zrównoważonego rozwoju. *Scientific Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, 378.
- Law, R. (2017). The startup funding Bible: How to raise money like a Unicorn [online, accessed: 2021-03-23]. Retrieved from: [https://www.cobloom.com/blog/startup-funding?utm\\_campaign=Submission&utm\\_medium=Community&utm\\_source=GrowthHackers.com](https://www.cobloom.com/blog/startup-funding?utm_campaign=Submission&utm_medium=Community&utm_source=GrowthHackers.com).
- Łopusiewicz, A. (2013). *Start-up: Od pomysłu do sukcesu*. Warszawa: Wydawnictwo Edgard. ISBN 9788377883402.
- Lozano, M., Petros, P. (2018). Startups, know-how and sustainability in the emerging Addis Ababa smart-city: How an improved mind frame for glocal startups in Addis Ababa can lead to a smarter sustainability and governance. *International Journal of African and Asian Studies*, 45, 23–29.
- Łukasiński, W. (2017). Pro qualitative management of an organisation versus the quality of life. *Inner Trade*, 3(368), 372–382.
- Marwick, A. (2017). Silicon Valley and the social media industry. In *Sage Handbook of Social Media*, 314–339.
- Melegati, J., Chanin, R., Wang, X., Sales, A., Prikladnicki, R. (2019). Enablers and inhibitors of experimentation in early-stage software startups. In: *International Conference on Product-Focused Software Process Improvement* (pp. 554–569). Springer International Publishing.
- Moschner, S. L., Fink, A. A., Kurpjuweit, S., Wagner, S. M., Herstatt, C. (2019). Toward a better understanding of corporate accelerator models. *Business Horizons*, 62(5), 637–647. DOI: 10.1016/j.bushor.2019.05.006.
- Mukti, I. Y., Wibowo, A. P. W., Galih, S. (2019). Lessons learned to increase the digital startups success rate. *Global Business and Management Research: An International Journal*, 11(1), 226–234.
- Panek, T. (2015). Jakość życia gospodarstw domowych w Polsce w układzie wojewódzkim. *ISiD Working Papers*, 46.
- Panek, T. (2016). *Jakość życia. Od koncepcji do pomiaru*. Warszawa: Oficyna Wydawnicza SGH. ISBN 9788380300446.
- Paoloni, P., Modaffari, G. (2018). Female-owned innovative startups in Italy: Status quo and implications. *Administrative Sciences*, 8(4), 66. DOI: 10.3390/admsci8040066.
- Passaro, R., Quinto, I., Rippa, P., Thomas, A. (2020). Evolution of collaborative networks supporting startup sustainability: Evidences from digital firms. *Sustainability*, 12(22). DOI: 10.3390/su12229437.
- Petelewicz, M., Drabowicz, T. (2016). *Jakość życia – globalnie i lokalnie. Pomiar i wizualizacja*. Łódź: Wydawnictwo Uniwersytetu Łódzkiego. ISBN 9788393856930.
- Skawińska, E., Zalewski, R. (2020). Success factors of startups in the EU—A comparative study. *Sustainability*, 12(19). DOI: 10.3390/su12198200.
- Stiglitz, J. E., Sen, A., Fitussi, J. P. (2013). *Measurement error: Why is GDP not enough*. Warszawa: Polskie Towarzystwo Ekonomiczne.
- Szernik, S., Kowalska, M., Kulik, H. (2019). Quality of life and health among people living in an industrial area of Poland. *Environmental Research and Public Health*, 16(7). DOI: 10.3390/ijerph16071221.
- Tsolakidis, P., Mylonas, N., Petridou, E. (2020). The impact of imitation strategies, managerial and entrepreneurial skills on startups' entrepreneurial innovation. *Economies*, 8(4), 1–17. DOI: 10.3390/economies8040081.
- Vaitkevičius, S., Mazeikiene, E., Bilan, S., Navickas, V., Savaneviciene, A. (2019). Economic demand formation motives in online-shopping. *Engineering Economics*, 30(5). DOI: 10.5755/j01.ee.30.5.23755.

## Produkty oferowane przez startup a jakość ludzkiego życia

**Abstrakt:** Rozwój nowoczesnych gospodarek determinowany jest wieloma czynnikami. Jednym z najważniejszych jest wykorzystanie nowych technologii i innowacji, które jednocześnie umożliwiają wprowadzanie rozwiązań z zakresu przemysłu 4.0. Formą organizacji zorientowaną na innowacyjne rozwiązania jest startup. Celem artykułu jest ukazanie zależności pomiędzy produktem oferowanym przez startup a jakością życia człowieka. Ważne jest, jak i na jakich poziomach startupy funkcjonują w dzisiejszej rzeczywistości i jak ich działalność może wpływać na jakość ludzkiego życia. Realizacja wybranych celów była możliwa dzięki przestudiowaniu literatury przedmiotu oraz

przeprowadzeniu badania ankietowego. W pracy przedstawiono również *case study* polskiego startupu – jego produktem jest innowacyjne rozwiązanie, które można wykorzystać podczas zamawiania posiłków online dla pracowników. Oferowany produkt wpływa na jakość pracy użytkowników, ułatwiając im zamówienie i zaplanowanie posiłku w pracy. Oprócz oszczędności czasu potrzebnego na przygotowanie posiłku lub wyjście do restauracji, aby coś zjeść, przekłada się to na ich samopoczucie czy efektywność pracy. Badanie dostarczyło informacji o tym, jak zamawianie posiłków online jest postrzegane przez użytkowników aplikacji.

**Słowa kluczowe:** startup, jakość życia, innowacyjny produkt