**Entrepreneurship and technological strategy**

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**Abstract**

This article aims to highlight the importance that technological strategy has to the success and permanence of companies that are in early stages of life cycle. Current organizations are affected by changes in the consumer market and emergence of new technologies that require from firms new technological strategies that allow them to survive and remain in the market. These changes are even more felt by organizations that are in the early stages of life cycle, and this paper draws the attention of firms' executives and managers to the importance of developing a technological strategy. As a novelty, the paper proposes an improvement to the adaptive cycle business to the context, extending the analysis to the field of technological strategy.

**Key words**: Entrepreneurship. Strategy. Technology.