

TRENDS OF STARTUP DEVELOPMENT IN UKRAINE AND THE WORLD

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The development of the knowledge economy has led to the emergence of a new type of active entrepreneur who uses innovations, new technologies, advanced advances in science and technology and commercializes them.

In the 21st century, the information technology industry has become a driving force for the competitiveness of the world economy. The development of information technology has changed the ways and methods of management, which has led to a rethinking of approaches to management, knowledge acquisition, innovation, creating new business models of enterprises. With the development of information technology, startups have begun to develop intensively, as they are flexible to market needs and offer specific solutions for their target audience.

Today, startups are actively regaining their niche in the global economy. In almost every country, teams are created that actively promote their innovative ideas or products on the market of goods and services [1, 2]. At the same time, the development of startups has certain patterns in its development and trends that characterize almost all projects in recent years:

– Use of the Internet at work. The Internet provides great opportunities to successfully organize and monitor the implementation of your project. Increasingly, cloud services are being used to store large amounts of data and to allow employees to work remotely. This gives freedom of movement, the opportunity to involve people from all over the world in projects.

– A large number of startups are becoming multinational projects. The role of the Internet is actively growing to promote its product, placing a large amount of advertising online.

– Active use of various social networks to promote your idea. Social networks are becoming a multifunctional tool in the hands of project managers. These include finding and recruiting staff, advertising your product, conducting various surveys among social media audiences, finding potential investors in a product or service, communication between remote project participants, and more.

– Most projects focus on creating mobile applications for smartphones. The niche of smartphones is now actively developing and requires a large number of high quality and innovative applications for the user. Such areas as health, lifestyle, time planning, task managers, travel and tourism, remote management of your home and other applications to make life easier for users are actively developing [2].

– In the niche of startups, there is a tendency to involve specialists from large corporations in their projects. This is observed in all countries. Professionals more focused on free and interesting work in projects than on stability in large companies. This allows you to raise the level of project implementation and is a big plus for the users themselves.

At this stage of business development there is a significant rise in the development of startups, which are developing rapidly and have many users. However, in Ukraine the low interest of the state in modern innovative projects forces young companies to cooperate with foreign investors who help to implement projects and become competitive. That is why it is necessary to promote the effective functioning of startups in Ukraine, create mechanisms to increase the effectiveness of their activities in the Ukrainian market and recognize the importance of innovative technologies for successful business development [3].

Support for startups is a complex process, the implementation of which should include:

– increase of investment by the state, and as a consequence, ensuring the development of the industry in the country and the payment of taxes that will allow after a certain period of existence of the project to return the invested money;

– support of social orientation of innovative projects;

– development of entrepreneurial culture;

– strengthening the intellectual property regime;

– development by state bodies of bills that will promote the development of innovative entrepreneurship;

– strengthening the information opportunities for Ukrainian innovators to participate in international programs.

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