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Definition of Startup Projects, Main Problems and Prospects of Development

The article is devoted to the study of the definition of startup projects, the main problems and prospects of development. Complex analysis of the stages of startup projects and components is carried out. The analysis of institutions that may be investors for start-ups is carried out. Examples of the most famous world and Ukrainian start-up projects are given. There was made deep analysis of kraudfanting, as one of the most effective institutions for funding. The present situation of startup development in Ukraine is explored. The actions of the state concerning the given sector, occurring in Ukraine are indicated. The problems and perspectives of development of startup projects are carried out. The necessary measures to improve the conditions for the existence of startup projects in Ukraine are proposed.

Key words: start-up projects, kraudfanting, business incubator, business accelerator, business angel, project, resources.

Formulation of Scientific Problem and its Significance. In a context of the rapid development of globalization processes, investments play an important role in the economic interconnection between countries and within the national system. Ukraine is part of the world's interconnections and is actively involved in the global system: accession to the WTO, expansion of free economic zones, European integration, association with the EU, etc. Such a development of events stimulates the development of new types of business, which are called startups now.

As you know, the development of entrepreneurship is a guarantee of successful prosperity of the country. However, the trend shows that a significant percentage (about 90 %) of new players entering the market do not compete and leave it after a year of existence. One of the reasons is the wrong thought of the concept of the product, the stages of its entry into the market and, of course, marketing, which do not have a clear direction. That is why the study of the startup and its main aspects regarding the effective functioning in the market is relevant.

Analysis of the Research of this Problem. The study of investing startup projects was dealt with and continues to be engaged not only by a large number of scientists, scientists, but also entrepreneurs (start-ups) by themselves devote considerable attention to this. Among the most prominent researchers we can distinguish the following: S. Blank [1], O. Brin [2], N. Sitnik [2], L. Mulik [3], S. Solntsev [3] and many others. However, the remaining definition of the startup and the description of the main aspects of its successful implementation are not sufficiently defined.

The purpose of the article is analysis the essence of the startup of projects, problems and prospects of their development.

Presentation of the Main Material and the Substantiation of the Results of the Study. Why do startups happen? Analyzing different sources, we can say that the main reason is their mobility and inertia in the rapidly changing world, where it is necessary to adapt to changes in the short term. Large corporations often flood the flow and introduce changes with time lags, which allows them to keep a gap as a big player, but often interesting consumer comes from startups. Speaking of world-famous startup projects we can say about Google, Apple, Paypal, Ryanair, Taskle, and others. Among the Ukrainian startups, which use the mark «Made in Ukraine» and known in the world [6, p. 9]:

- Petcube – it is called pet robot that helps keep track of them and communicate at a distance;
- Lametric – smart clock displaying temperature, news from stock exchanges, etc.;
- Hubbub – a new generation of social media that uses voice messages;
- Kwambio – a well-known 3D store;
- Iblazr – LED flash that can be synchronized freely with Android and iOS software;
- Grammarly – grammar help platform;
- Skanner Pro – mobile scanner.

According to Steve Blanc, the startup is a temporary structure that seeks to find a renewable, profitable and scalable business model [1]. However, when the company is already entrenched in the market and found its sales channels, consumers, gap – it ceases to be called a startup.

It should be noted that according to the ranking of countries by the number of startups included in the international ranking, compiled by Startup Ranking, Ukraine occupies the 34th place in the world (from 151), and with the index of 160 startups has overtaken Japan, Austria, Sweden, South Korea, Lithuania and Estonia [2]. Examples of successful Ukrainian startups are Depositphotos, Terrasoft, TemplateMonster, Coursmos, Slickky, Augmented Pixels, GitLab, Petcube, Grammarly, etc. [2].

In our opinion, the startup is the accumulation of resources, the introduction of innovations, their development and market entry. Many scientists determine the process and stages from the formation of ideas to the market in different ways. Among the most popular are the following [2]:

idea → allocation of stages of the project implementation → preparation of a technical task → implementation of the kernel of the startup → development → modernization;

idea → incubator → accelerator → access to the market;

nucleation → formation → early development → expansion → maturity;

seed → start → growth → expansion → exit;

idea → team → market → concept → technical specification → prototype → testing → alpha version → closed beta → public beta → launch → investor search.

Each of the above plans with the startup stages is correct, but definitively does not exist, since the startup is a temporary phenomenon and its development may occur due to a very large variation of scenarios.

Startup projects are most in demand in the IT field. Among the directions we can highlight the following [8]:

– hardware-projects – 3D printing, drone (already talking about a license for their use in different territories), the latest gadgets that help accelerate the execution of tasks of a variety of spectrum;

– Big Data– projects that facilitate faster and better analysis of huge amounts of data;

– Added reality – technology of expanding reality through software components, artificial intelligence, etc.;

– financial services – projects that optimize work of various financial institutions and save time while conducting operations;

– medicine – the treatment of diseases and the improvement of existing medical techniques through the using of the latest gadgets and developments (applications and sensors for monitoring biological indicators; physician selection platforms; search for hospitals and pharmacies; etc.);

– Artificial intelligence – the development of robots in the style of assistants who help people to perform certain tasks with cleaning, etc.;

– Learning is definitely the fastest moving direction, since universities and schools have found it hard to adapt to the rapid pace of world development on a timely basis, and this is a way to stay on track and upgrade your skills to the highest level. World examples – Coursera, edX, and also Ukrainian – Prometheus, EdEra.

Startup can occur within the company (large companies create units that work on the development of a new product, dependent or independent of the company) and from the outside, as an independent idea of corporations. Researchers of startups often rely on the independence of such projects.

An important point after the emergence and approval of the idea is its analysis, which determines the life cycle of the product and its viability. Ideas emerging from the needs of consumers will be sold easier than similar to existing projects.

The accumulation of resources in the startup is the most important aspect of its successful implementation. It combines intellectual and financial investment. Intellectual are team working on the design and implementation of an idea. Financial are the means that ensure the promotion of goods. The effectiveness of the project is ensured by timely and rational attraction and directing of investments at each stage of the life of the startup.

Marketing of innovations should be considered: «as a concept of market activity of the enterprise (business philosophy), when the source of income sees the changes as an analytical process, which involves identifying market opportunities for innovation development as a means of active influence on consumers and the target market as a whole, with the withdrawal and promotion of innovations in the market as a function of innovation management, aimed at identifying possible areas of innovation activity, their materialization and commercialization» [5]. If we talk about the current state of development of marketing, which ensures the effective promotion and operation of the startup and then to ensure a good result – you need to find funding. The main investors in the Ukrainian market can be the following institutions: business incubators, business accelerators, business angels, venture funds and craftfinding companies [2].

Business incubators are institutions that provide the startup team with infrastructure, counseling, mentors, opportunities to participate in a variety of training sessions and more. These institutions are considered as a preparatory stage for the search for investors.

Business accelerators provide the necessary infrastructure for the development of startup, consulting, etc., and financial support at the initial stage of the startup. Such services are provided only by selected expert projects. An example of a Ukrainian business accelerator is the Sikorsky Challenge, which in 2014 helped 14 Ukrainian start-ups receive an investment of a total of UAH 24 million [5].

Business Angel is an individual who is ready to invest his own funds in a startup at an initial stage (or even at zero) in exchange for a share in the future enterprise [2].

Crowdfunding (from the crowdfunding, crowd – «crowd», funding – funding) as a project financing platform means attracting financial resources from a large number of people for the purpose of implementing a product or service, conducting events, etc. [2].

From the beginning of the 21st century, many platforms have emerged that help collectively accumulate funds in exchange for a certain commission. However, all of them didn't become popular, the most well-known are IndieGoGo (2008), Pledge Music (2009) and Kickstarter (2009) [2].

In Ukraine, the trend of crowdfunding began later. In 2009, There was created the blog where people could share their ideas – the platform of social innovation Big Idea. In 2012 Big Idea has launched on its website the Counterfunding Platform of the Commonwealth [2]. To date, more than 150 projects have been funded with the help of the Community, with 21215 people that have been involved. The total funding amounts was over that UAH 10 million [2].

Among the Ukrainian start-ups, which were financed by the most famous Kraft Stock Company, Kickstarter are LaMetric (collected 369 thousand dollars), Petcube (251 thousand dollars), iBlazr (156 thousand dollars) [6, p. 9].

Currently, at least three innovative projects have been announced by Ukrainians who have received recognition at Kickstarter: Jollylook, Senstone, RollSpin [9].

Jollylook is a camera for instant snapshots of recycled paper and cardboard. Senstone is a technological example that looks like a black pendant, which makes it possible to convert voice signals to text. RollSpin is a startup from Odessa offering an anti-stress jig [6, p. 9].

No less well-known platform for crowdfunding, which is gaining popularity in Ukraine is Indiegogo [6]. Its feature is that there are no restrictions on the directions of projects and geolocation. The platform, of course, has its target direction – it is the improvement of the environment. The most successful Indiegogo projects were the Ubuntu Edge smartphone (more than \$ 13 million), Flow Hive (\$ 11,32 million), Smart Skully helmet (\$ 2,8 million), Jibo family robot (\$ 2,3 million) [6, p. 9]. The biggest advantage of this platform is that if you need to have local resident status for Kickstarter authorization, then Indiegogo is just an account at the bank, which makes it easier to start at the beginning of the startup.

After analyzing the essence of the startup as projects and the possibility of accumulating investments, we can draw the following conclusions about the current situation in Ukraine. First of all, it should be noted that there is no state support for this sector in Ukraine. That mean there is no policy that would facilitate and facilitate the development of startup projects so many Ukrainians are joining the world's platforms and transferring business to other countries. This phenomenon can be called «business migration» and, accordingly, the seizure of human capital from the country that could provoke a physical one. As a consequence of the inaction of the public sector Ukraine does not have the infrastructure to promote the startup of projects.

It is important to note that start-ups are small businesses and, according to the Ukrainian tax legislation, it is very difficult to conduct business for this sector and the tax burden and the huge amount of different taxes are not an incentive to get started. It is also possible to highlight the weak development of the Internet in Ukraine which does not promote the launch of projects that use the global web globally. Another problem is the poor development of venture companies that do not have sufficient skilled personnel to evaluate and facilitate the implementation of startups. All these problems cause one, in our opinion, the lack of motivation to promote the idea of the market.

From the above problems we can conclude that there are many problems in Ukraine but they can be eliminated and directed towards the development of Ukrainian start-ups of projects.

To date, Prime Minister Groisman has stated: «Becoming the next Startup nation is a good goal for us and I am fully convinced of its reach. Ukraine has all prerequisites for achieving this. The government has

already begun to work on supporting new projects that have a chance to succeed globally. He also noted that he initiated the creation of an innovation council based on the experience of Israel and Turkey in developing a mechanism for the support and development of startups» [7].

Among the important deals that took place in Ukraine with the development of startups, the following can be distinguished: sales of the Jeapie project of the Mobify company; the purchase of a startup by the company Oracle with the Ukrainian «roots» called Maxymiser; Preply and Kwamb.io projects to TechStars Berlin Incubator; The appearance of the SupportYourApp and Dressboom startups on the ProductHunt platform; investments of Digital Future Company in Prodvigator service (\$ 250 thousand); the appearance of Uber in Ukraine; YouScan is purchased by Yell; modernization of VDNKh in the Ukrainian capital and creation of IT cluster on its basis [8]. These agreements, despite the above problems, have been concluded and showed as the prospects for the development of start-ups in Ukraine.

As for crowdfunding, it can be said that a number of domestic platforms appeared which were stimulated by the restoration of active life of the population through comprehensive development in art, social activities, patriotism, etc. One of the most successful sites of crowdfunding in Ukraine is bigggidea.com [6, p. 9]. Big Idea launches the CrowdFunding Platform «Community Cost» which became the first platform for collective financing in Ukraine. Among the prospects for the development of this sector, the following advantages can be distinguished: PR development, minimal risks, the possibility of obtaining bonuses in the form of tests, surveys etc.

As the question of the political situation in the country is acute that it is necessary to understand how to attract a sufficient number of investors. In our opinion, it is necessary to accurately describe the situation in the country and characterize that only part of the East finds itself in the conflict zone and it does not extend to the rest of the territory. Also, you need to give examples of those investors who have entered the Ukrainian market and earn a profit here (orbenMajgaard, the founder of Ciklum, DigitalFutureFund, SMRK and AlmazCapital, SREDA, Sikorsky Challenge) [8].

The next step is destroy the informational vacuum in which the country is located as there are few sources at the moment where we can really learn about Ukrainian startups. The dissemination of information is one of the most important issues and the easiest way to succeed in today's world. The solution of this problem should begin with the state-level stimulation of the creation of various information platforms.

With regard to measures only in the public sector, we can distinguish the following:

- creation of legislative support for the development of start-ups;
- organize the financial support of funds for the implementation of startup projects;
- promoting the development of the venture sector through subsidies;
- create the system of training for work with new start-ups and in the field of innovation development;
- development of a system of guaranteeing intellectual property rights;
- development of a procedure for facilitating the injection of foreign capital into the Ukrainian market;
- providing normative development of the investment market.

The big drawback of creating startup in Ukraine is that we have not developed two important channels of financing and support: state policy and bank loans. This, in turn, holds back the development of startups and transfers them to other countries. Accordingly, important players of the market come from the national system and take away their intellectual capital which today in many aspects is evaluated much higher than physical. That is why the above-mentioned ways of developing startups environment in Ukraine should begin with legislative changes.

Conclusions and Perspectives for Further Research. Startup is a temporary, innovative stimulus for the state's economy which accumulates intellectual and financial resources which grow into a stable business. At the moment, Ukrainian policy is not aimed at developing national start-ups at the expense of state support or bank loans, so venture companies are used to help start-ups at an early stage and further develop and implement their ideas. However, in Ukraine there are few such platforms and business flowing to other countries. The most developed platform is crowdfunding which is a rather new phenomenon but the most popular and effective for startup projects. You can also highlight the following platforms that promote investment accumulation and operate in Ukraine: business incubators, business accelerators, business angels, venture funds. Currently, there is not favorable environment for the development of startup projects in Ukraine but the state policy is already aimed at improving the conditions and with changes in legislation so the situation should be improved.

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Андрій Колосок, Іванна Конюх. Дефініція стартап-проектів, Основні проблеми та перспективи розвитку. У статті досліджено визначення стартап-проектів, основних проблем і перспектив розвитку. Здійснено комплексний аналіз етапів стартап-проектів та складників. Проведено аналіз установ, які можуть виступати інвесторами для стартапів. Наведено приклади найвідоміших світових й українських стартап-проектів. Зроблено глибокий аналіз краудфандингу як однієї з найефективніших установ для фінансування. Досліджено сучасну ситуацію розвитку стартапів в Україні. Зазначено дії держави щодо цього сектору, що відбуваються в Україні. Виділено проблеми та перспективи розвитку стартап-проектів. Запропоновано необхідні заходи для покращення умов існування стартап-проектів в Україні.

Ключові слова: стартап-проекти, краудфандинг, бізнес-інкубатор, бізнес-акселератор, бізнес-янгол, проект, ресурси.

Андрей Колосок, Иванна Коных. Дефиниция стартап-проектов, основные проблемы и перспективы развития. В статье исследуется определение стартап-проектов, основных проблем и перспектив развития. Осуществляется комплексный анализ этапов стартап-проектов и их составляющих. Рассматриваются учреждения, которые могут выступать инвесторами для стартапов. Приводятся примеры самых известных мировых и украинских стартап-проектов. Глубоко анализируется краудфандинг как один из наиболее эффективных учреждений для финансирования. Исследуется современная ситуация развития стартапов в Украине. Указываются действия государства по данному сектору, происходящие в Украине. Выделяются проблемы и перспективы развития стартап-проектов. Предлагаются необходимые меры для улучшения условий существования стартап-проектов в Украине.

Ключевые слова: стартап-проекты, краудфандинг, бизнес-инкубатор, бизнес-акселератор, бизнес-ангел, проект, ресурсы.

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Модель купівельної поведінки покупця як передумова маркетингової стратегії формування споживчої лояльності

Мета статті – дослідити найбільш розповсюдженні моделі купівельної поведінки, які трапляються в науковій літературі, та запропонувати власне бачення моделі купівельної поведінки покупця як передумови маркетингової стратегії формування споживчої лояльності. Методологічною основою дослідження стали наукові праці учених із маркетингу та біхевіористської теорії. Запропоновані підходи можуть бути враховані маркетинговими службами вітчизняних підприємств під час вивчення й розробки заходів щодо формування споживчої лояльності. У статті проаналізовано та здійснено порівняльну характеристику найбільш розповсюджених моделей купівельної поведінки; відзначено, що жодна з наявних у науковій літературі моделей не є ідеальною, а отже, існують ризик і невизначеність; мінімізація ризику досягається дослідженням математичної моделі з нелінійною цільовою функцією; на основі попереднього аналізу сформовано нове бачення моделі купівельної поведінки; досліджуючи й формуючи переваги моделі купівельної поведінки, наголошено на необхідності застосування ситуаційного підходу до обґрунтування вибору моделі купівельної поведінки. Зроблено висновок, що в майбутньому будуть конкурентоспроможними ті підприємства, які постійно та послідовно приділятимуть увагу залежності між лояльністю й рівнем задоволеності споживача; ключовим фактором довгострокових успіхів виступатиме лояльність.

Ключові слова: модель, купівельна поведінка покупця, споживча лояльність, маркетингової стратегії.

Постановка наукової проблеми та її значення. Один із законів функціонування довкілля стверджує, що споживач під впливом культурного середовища та внаслідок впливу інформаційних потоків поводить відповідно до вимог такого середовища. У маркетинговій діяльності використовуються цей закон і методи впливу культурного середовища на споживача під час реклами товару та формування попиту. При цьому враховують бажання споживача до рівноважного стану із зовнішнім середовищем. Адже досить часто споживач, щоб «уписатися» в довкілля й підтримати рівновагу з ним, купує товар, бажаючи бути, «як усі». Іншими словами, цей механізм описують таким алгоритмом: зовнішнє середовище впливає на споживача → споживач купує товар → купівля товару врівноважує його із середовищем. Відповідно, виникає потреба в більш поглибленому дослідженні чинників, які сприяють обґрунтуванню вибору маркетингової стратегії споживчої лояльності.

Аналіз досліджень із цієї проблеми. У науковій літературі наведено різноманітні моделі купівельної поведінки, серед яких варто виокремити моделі, запропоновані Кан Б. Кивецем, Р. Хорєєвим, А. І. Штраком та ін. [1–6]. Проте кожна із них лише доповнює й уточнює одна одну. Майже у всіх моделях відсутнє математичне обґрунтування.