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STARTUP BUSINESS IN UKRAINE

Stud. A.Dzhura, group BMn2-15

Supervisor lecturer M.O.Vyshnevska

Kyiv National University of Technology and Design

The development of start-ups at the present stage of Ukraine's economy is an important aspect in enhancing the attractiveness of the investment climate, development of innovation and support for small and medium businesses.

A startup company is a newly created company (possibly not yet officially registered but with serious plans to become official). This company builds its business based on innovation or innovative technology.

The main problem of start-ups in Ukraine is the lack of adequate support from the state. The government usually becomes an obstacle to innovation and avoids the development of investment priorities.

Another important issue is the migration of new businesses abroad. For young entrepreneurs European countries or the United States are seen as the best environment for the development of their business. The lack of adequate infrastructure, combining start-ups with potential investors, is another problem. Despite all that, according to Forbes there are 500 to 1,000 start-ups in Ukraine. Some have become popular in the domestic market, Rozetka or Ukr.net. The largest share of start-ups belongs to IT sector. Their development is significant for Ukraine perspective. The reason for this is that it's easy to start a business in the computer field. IT-industry in Ukraine takes the fifth position according to volume of exports.

There are some interesting examples of new Ukrainian startups.

Luciding is a device that supposedly allows you to control dreams. The author of the concept and the main developer of this device is Nikita Ant, who claims that wearing the device down for the night, people will be able to control their sleep and manage its content. You can also try to "program" a dream that you will see the next night. Luciding is a product for those who want to get results and new sensations. Now developers are working on improving the device.

Mobile scanner named Scanner Pro. This is the application which turns the iPhone to the scanner, and any document shot by the gadget's camera turns into complete PDF-file of high quality. 7 million users in 150 countries have rated the Scanner Pro application. Apple Inc. has officially recognized it as the application of the week. Readdle company that created the app, never accepted investments and is not going to move from their native Odessa.

In August 2014 Oleksandr Lozitsky and Andrey Kazanovsky launched an app for smartphones called RetouchMe. It works as follows: the user sends his photo to the team of designers, and in a few minutes gets its improved copy. You can belly, become slimmer in general. You can also correct the defects of the skin and remove moles, wrinkles and so on.

Andrey and Oleksandr created details of future program and the process of photos improvement. The development took about \$ 20,000 and in 2014 guys launched two versions of the app - for Android and iOS. At first, users had to pay to improve their photos - each picture costs \$ 1. Today, the application has already been downloaded by more than 200 000 people worldwide.

Creating a startup is really interesting now. All what hat you need is a good innovative idea which is in demand.