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## START-UP AS A MEANS OF TURNING AN IDEA INTO YOUR OWN BUSINESS

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**Abstract.** Start-ups are considered as a means of transforming an entrepreneurial idea into a business, and the conditions that enable this process are analysed. The importance of scientific developments, educational resources and infrastructural support in the transition from the initial idea to the practical implementation of the project is determined. It has been established that the effectiveness of a start-up depends on the entrepreneur's ability to assess market needs, develop an idea based on available knowledge, and test proposed solutions in real-world conditions. It has been substantiated that a start-up can be an effective mechanism for starting one's own business, contributing to the revitalisation of entrepreneurial activity and the wider use of scientific and technological potential.

**Key words:** start-up, entrepreneurship, own business, business idea, innovative projects.

### Introduction.

The development of innovative entrepreneurship in Ukraine is creating new opportunities for those planning to start their own business. In this context, there is growing interest in start-ups, as they create conditions for transforming ideas into products or services that can meet user needs. Since the basis of a start-up is the creation of new content based on technology, knowledge and creative solutions, this format naturally attracts entrepreneurs focused on finding original solutions. This approach allows you to move from concept to practical implementation through step-by-step testing and refinement of proposed solutions, which provides the opportunity to quickly

test ideas and form the prerequisites for further project development.

As the need for modern solutions grows, the opportunities offered by start-ups are becoming important for the educational and scientific spheres, which train future entrepreneurs and create an intellectual base for new initiatives. It is at the intersection of these spheres that innovative projects emerge, combining creativity, technological potential and the ability to work in conditions of uncertainty, which forms the basis for the emergence of start-ups that can increase the country's innovative potential and contribute to economic development.

### **Main text.**

Start-ups are gradually establishing themselves as one of the most promising forms of starting your own business, as they combine the creative search of an entrepreneur, scientific developments and the ability to create solutions that can shape new market directions. An important condition for this process is the growing interest in innovative entrepreneurship, which, as O. Dmitrieva notes, is shaped by technological advances and the revitalisation of the entrepreneurial environment in Ukraine, creating the conditions for the emergence of various projects in the field of digital and manufacturing technologies [1]. It is this development that provides the foundation on which start-ups can emerge, aimed at transforming ideas into products that can attract the attention of consumers.

As interest in creating innovative projects grows, entrepreneurs are increasingly turning to the start-up format, as it allows them to move from the initial idea to its verification using prototypes, experimental solutions and interaction with potential users, which corresponds to the interpretation of entrepreneurship given by D. Herman, emphasising that the essence of entrepreneurial activity lies in the creation of new content, which distinguishes it from traditional forms of business focused on repeating established approaches [2]. Thus, a start-up is a natural choice for an entrepreneur who seeks to develop an idea capable of forming a new market solution.

The further development of a start-up requires a combination of entrepreneurial initiative and scientific foundation, as the integration of knowledge into practical activities creates conditions for the emergence of innovation-based projects. As Y.

Goryashchenko notes, international experience demonstrates the effectiveness of models in which universities and research centres are the source of technology, and entrepreneurs are the driving force behind their commercialisation [3], which gives start-ups based on scientific developments a better chance of success thanks to the clearly defined value and intellectual basis of the future product.

Continuing this thought, it is important to note that the formation of start-ups in Ukraine largely depends on cooperation between education, science and entrepreneurial structures, as it is their interaction that creates the necessary infrastructure to support entrepreneurs. Research by Y. Radetsky, A. Remeniak and N. Tymkiv confirms that educational programmes, financial support and partnership initiatives create an environment capable of ensuring the transition from an initial idea to a real project [4]. Thus, a start-up ceases to be an activity that depends solely on the initiative of an individual and becomes a form of cooperation in which each party contributes to its development.

In this context, the formation of an entrepreneurial idea plays an important role, since the development of a future start-up and its prospects on the market depend on its quality. An idea arises as a response to market needs and requires careful analysis, consistent evaluation and determination of the value that the user will receive [5]. Thanks to this approach, the process of forming an idea becomes scientifically sound, because the entrepreneur does not simply outline a possible direction of activity, but consistently builds a model of its development, which allows a gradual transition from an idea to specific decisions.

The development of an innovative start-up also depends on the entrepreneur's ability to integrate creative research with rational stages of product development, because it is the combination of these components that allows hypotheses to be tested, relevant solutions to be refined, and prepared for further implementation. Start-ups created in this format become a platform on which young professionals, students and scientists can implement their ideas using the infrastructure of business incubators, accelerators and grant programmes, which ensures the gradual movement of the project, allowing the entrepreneur to go through all the stages of establishing their own

business — from the formation of the idea to the creation of a product that can find its place in the market.

### **Summary and conclusions.**

The study showed that a start-up is an effective means of transforming an entrepreneurial idea into a business, as it provides an opportunity for a gradual transition from concept to testing and further development. An analysis of theoretical approaches has established that a start-up forms a separate trajectory of entrepreneurial activity, within which the creative, technological and organisational capabilities of the entrepreneur are combined. This format of work allows the viability of an idea to be assessed at an early stage, adapting it to the needs of users.

The results obtained show that the effectiveness of transforming an idea into a business largely depends on the conditions in which the start-up develops - access to knowledge, advisory support, infrastructure resources, and opportunities to test solutions. It is the combination of these factors that creates an environment in which the movement from idea to real project can be accelerated. Start-ups also help to attract young professionals and researchers to entrepreneurial activity, which expands the opportunities for applying scientific potential in the practical sphere.

Summarising the results, it can be argued that start-ups play an important role in the development of modern entrepreneurship, as they open the way to the creation of new projects capable of generating economic value. Further research should focus on developing mechanisms to support start-ups, which will help expand opportunities for implementing innovative ideas and turning them into businesses.

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