

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ
ЦЕНТР**

**МАТЕРІАЛИ
X ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ ТА
ВИКЛАДАЧІВ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО
ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

**“WITH FOREIGN LANGUAGES TO MUTUAL
UNDERSTANDING, BETTER TECHNOLOGIES AND
ECOLOGICALLY SAFER ENVIRONMENT”**

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THE BEST IT-STARTUPS IN UKRAINE

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What does the word “startup” mean? Startup is the development of a new business-idea or beginning of the new business stream. There are many startups in the IT-area that are evolving like mad. For example, companies like GOOGLE or FACEBOOK, that have been only search systems of separates universities, but they managed to become popular and helpful internet sites for everyone.

What do we need to know to begin a startup? Firstly, you should be an innovator: to have an unusual and interesting idea to entertain or help people. Secondly, you have to create the best business plan. Thirdly, you must look for people who are ready to help you in your hard work toward a goal. Fourthly, you should work out your idea to the stage of the finished product. The next point is to explore the world market to know your competitors as well as demand for your product. If you successfully finished all these stages, you will begin to advertise your innovation and, of course, sell it.

It goes without saying, all experienced startapers have many pieces of advice for young beginners. For example, if you have a cool idea but are not confident in it, you will ask some people on forums and websites. And remember, when you realize your idea, you will invest your profits into advertising. It is important because your future income will depend on the number of your startup users.

It is well known that Ukraine takes the first place in the world in the number of certified IT-specialists per one thousand inhabitants. Some Ukrainian startups have proved themselves abroad and have received large investments from foreign companies. For example, Petcube is a robot that can be the best toy for our pets. It is equipped with a camera, speaker, microphone and laser pointer. Of course, many people did not understand this idea, but this startup was among the winners at the Macworld conference organized by the Apple.

So, why does the modern world need to know about startups? Do we need to support our national startups to make Ukraine the most developed country in the world?