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**STARTUPS: THE ESSENCE AND FEATURES OF FORMATION ON THE
EXAMPLE OF FOREIGN EXPERIENCE**

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ABSTRACT

This article examines the content, essence, role of startup projects in the development of an innovative economy. The study also analyzes the conditions for the formation and development of startup on the example of developed and developing countries. As the authors of the report note, the difference between the most innovative companies and the companies lagging behind in this aspect lies in the degree of activity of searching for developments from third parties. In other words, a startup is a business, but not every business can be recognized as a startup. A business, as a rule, uses a ready-made business model, receives loans for the implementation of an entrepreneurial idea with subsequent payment of interest.

KEYWORDS: *Competition, Innovation, Startup, Investment, National Economy, Innovative Development, Ecosystem, Venture, Stages of Financing.*

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- [5] Reproducibility here is the ability to repeatedly sell the resulting solution.
- [6] Scalability - the possibility of significant project growth; for example, Snapchat has shot from zero to 100 million users in less than five years, <https://equity.today/startups.html>
- [7] <https://steveblank.com/2010/01/25/whats-a-startup-first-principles/>
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- [9] <http://www.paulgraham.com/growth.html>
- [10] The idea of selling the equipment through the mail belongs to M. Dell, which made it possible to save significant funds on the maintenance of stores and establish his own company without large expenses; thus the firm "Dell" was created - a startup that entered the stage of the IPO.
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- [16] <https://cyberleninka.ru/article/n/chto-takoe-startapy-pochemu-k-nim-nablyudaetsyapovyshenny-interes/viewer>
- [17] Business angels are private investors, usually with entrepreneurial or managerial experience, who financially support a project at an early stage of development.
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