

giving a certain function to outsourcing, top managers of the company can use the best world experience in providing non-core processes. Outsourcing allows you to redistribute the resources of the company, reducing operating costs or transferring them from the category of fixed to variable.

*Scientific supervisor: Kodola R.M.,
Lecturer*

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Bosyuk D.S.

National Aviation University, Kyiv

AI-DRIVEN ONLINE GRAPHIC DESIGN: SWOT-ANALYSIS

Today, the evolution of information technologies in graphic design has come to the period when the technology itself turns into smart and free online products with artificial intelligence components. Such tech-innovations are popular among users, as they can substitute real graphic designers' physical job. The author aims to outline main sectors of the AI-driven online graphic design industry. Using the method of SWOT-analysis, it is possible to find out strong and weak points, risk and opportunities caused by rapid development of online tools for graphic design.

AI-Driven Online Logo Making is progressing sector of the online graphic design industry. Tailor Brands is the bright example of quick and easy brand-book creation. After short questionnaire to understand users' needs and tastes in graphics, this online tool offers a wide range of logos to choose. According to company's statistics, it has already attracted more than 3 million users.

AI-Driven Online Web Design is a bit complex sphere. However, there are some start-ups which try to help people with no IT-knowledge create a personal website with no coding. For example, online platform WIX (<https://wix.com>) is positioning its module Wix ADI as the first ever AI (Artificial Intelligence) solution for website design and creation, used by more than 1 million users. Another example is Firedrops (<https://www.firedrop.ai>) that helps to build landing page with AI graphic design consultant Sacha. The Grid is also one of the most popular AI website builder that advertises itself as 'AI websites that design themselves'.

AI-Driven Online Font Generators aim at making eye-catching font combinations. Online Tool Fontjoy is an excellent example of how it is possible to pair fonts automatically. The purpose of font pairing (conjugation) is to find fonts that share a common topic, but make contrast to each other. The process relies on mathematical methods, including 'deep learning.' This method is based on artificial neuronal webs. It allows to recognize structures and can improve itself after analyzing usage experience.

The strengths of AI-driven online graphic design are: 1) open and easy 24/7 access, 2) low price (can be cheaper than graphic designers' physical job), 3) logical and professional accuracy (AI designers are learned to follow the rule of three, Fibonacci's spiral, the golden ratio, sacred geometry, etc.). The *weaknesses* of these tools are: 1) time consuming (some extra features need time to find them, explore and learn), 2) monotonous results (if user needs something complicated, unique and original, AI graphic

designer can't handle it). The opportunities of AI-driven online graphic design industry can be the next: 1) good help for graphic designers temporary lacking of inspiration for some reasons, 2) comparatively new business field that is widely discussed and gain popularity, 3) ability to produce series of graphic products in minutes. The weaknesses of these tools can be: 1) not enough high aesthetic value of produced graphics, 2) technical faults and delays, 3) lack of support in updating (e.g. with thousands of paying customers there are only a few graphic products that continue updating).

To sum up, AI-driven online graphic design is developing and gradually conquering new sectors: from pairing simple fonts to constructing eye-catching templates for websites. At the same time, it has a range of strengths and weaknesses, risks and opportunities to face with, that are typical for start-ups.

*Scientific supervisor: Murkina N.I.,
Senior Lecturer*

UDC 334.722:330.33.01 (043.2)

Bozhans'ka N.A.

National Aviation University, Kyiv

STARTUP-ENTERPRISE IN CRISIS CONDITION

In nowadays conditions of economic development of Ukraine, the launching of a new project with increased risks requires a balanced approach, the development of certain rules to ensure effective implementation. Considering the realities of development of small business it is suggested to account startup as innovative project of a special type.

The modern world crisis gives a chance to a new perspective business. According to the recommendations of the world authorities, crisis is the best period for creation of new enterprises, and reorganization of existing ones. Without doubts, some of new companies will never succeed, other ones can't achieve their maximum.

However, economic downfall didn't press the spirit of entrepreneurship, as BusinessWeek says. The greatest companies are often found at the period of crisis conditions at economy. In 1939, at the end of the Great depression, two engineers created Hewlett-Packard at the garage in California. Silicon Valley itself has been developed considerably during a severe recession in the mid-1970s. Then the entrepreneurs laid the foundations for the 1980s boom, creating companies that became pioneers in three new areas: Atari in the field of video games, Apple in the market for personal computers and Genentech in biotechnology.

There is a number of other reasons for the growth of entrepreneurial activity. Firstly, everything becomes cheaper during downfalls, also the expense, costs of materials and office areas become lower. The competition among experienced companies and start-ups weakens. The limitation of financial resources means that stronger ideas are displaced by the weaker ones. Difficulties make entrepreneurs work on their business models in a such way, that they could reach profitability in shorter terms.

Start-up entrepreneurship becomes more and more popular in Ukraine. Start-up clubs are being made. For example, Lviv Start-Up Club was made for support of start-up entrepreneurs in Lviv. The mission of the club is assistance in developing of high-