

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.

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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-

tech business in the city. The goal and the problem of the club is the support of startups in searching for their own strategy and business-model, informing about new «at the edge» marketing tools in IT-entrepreneurship, assistance in giving a qualified expert estimation for startup projects, help in attraction of investments from investors and business angels. There is such a startup club in Ternopil, too.

However, startups often stop their activity due to different reason, but all these reasons lead to the common denominator – the lack of money. Reasons, which can lead to the liquidation of startups, are “undercapitalization”, which is a main reason for failure of startups; choosing a wrong partner; focusing on one client or partner; the lost motivation; the absence of target audience for selling goods and services; the opposition to powerful player at the market.

It is worth to remember, that an effective startup is not just a realized project, first of all, a grouped team that creates a product that satisfies the demand of consumers and is able to learn from their mistakes and do not stop at the development of their project. The most important startup point is that failure is an experience that will help make a perfect product for a fairly large consumer audience to be commercially viable.

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THEORY OF GAMES IN MARKETING STRATEGIES.

The theory of games is actively used in those cases when it is required to simulate situations related to the behavior of individuals, to study the possibilities of their interaction and also to estimate the potential gains or losses depending on the used strategy.

Let's say that we have a closed system in which a certain commodity X is sold. This product is sold by a number of sellers. Also assume that the goods are absolutely identical, buyers act rationally, there isn't restriction on production capacity and the interaction occurs once.

Sellers, following their selfish desire to maximize profits, are looking for opportunities to satisfy the greatest demand. The only way to realize this aspiration is to reduce the price. A seller who has lowered the price of goods generates an increase in sales but at the same time the profit from selling a separate unit falls. In short-term period he can make a profit but in the long run his profits will decrease. In addition to the described situation, other sellers will gradually reduce prices, attracting buyers to themselves. This policy is called a price war. However, prices can't be infinitely reduced. They have its own limit and they're connected with marginal costs. When lowest level is reached, sellers realize the product at the price of its prime cost but there's no profit.

The model above is called the Bertrand Paradox, which first revealed the behavior of several players in case of oligopoly, leading to price competition for the consumer.

In fact, goods of different sellers can't be absolutely identical, differences are