

CONTENT

Introduction	5
Topic 1. Innovative entrepreneurship	6
1 The essence and evolution of the concepts of “entrepreneur” and “entrepreneurship”.	6
2 Features of innovative entrepreneurship.	8
Topic 2. The essence of startups and their key features	10
1 History of startups.	10
2 The concept of “Startup”, its key characteristics and operating features	12
3 Differences between a startup and traditional entrepreneurship.	13
4 Features of the implementation of startup projects in the field of information technology and the real sector of the economy.	14
Topic 3. Startup life cycle	16
1 Essence, characteristics and life cycle models of startups.	16
2 Product-oriented startup life cycle model.	17
3 Customer-centric startup life cycle model.	19
4 Dividing the life cycle of a startup into stages depending on various criteria.	20
Topic 4. Business models for implementing startups	23
1 The essence and basic types of business models.	23
2 The process of building a business model. Business model template.	25
3 Startup business modeling tools.	27
Topic 5. Promotion of startup products	29
1 Guerrilla marketing of a startup.	29
2 Internet marketing tools.	30
3 Drawing up a commercial proposal.	31
Topic 6. Ecosystem (infrastructure) of a startup	32
1 The concept of a startup “ecosystem” and its elements.	32
2 Instruments for financing startup projects.	33
3 Justification for choosing the most appropriate method of financing.	35
Topic 7. Risks of startups. Assessment and management	39
1 Types of basic startup risks.	39
2 Taking into account startup risks in cash flow.	39
3 Taking into account risks in the discount rate.	44
4 Assessing the effectiveness of a startup project within the framework of a corporate accelerator.	45
Topic 8. Econometrics and finance of startups. Evaluation of their effectiveness	48
1 Calculation of the total costs of developing a startup product.	48
2 Indicators of the startup’s operating efficiency.	49

3 Assessing the effectiveness of a startup project in the interests of the venture investor.	50
4 Assessing the effectiveness of a startup project within the framework of a corporate accelerator.	50
List of references.	52