

THE ESSENCE AND NECESSITY OF START UP PROJECTS

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Annotation

the article will focus on the essence of Start up projects, its place in our lives, its necessity, how to form start up projects and how to get back on track. The article also discusses how to attract investors to start up projects.

Keywords

Start up, investment, investor, cost, Support Program, start up accelerator, startup-ecosystem, Information, Processes.

1.Introduction.

The rapid introduction of modern innovative technologies into the sectors of the economy, in the fields of agribusiness, social and other spheres, with the widespread use of the development and achievements of Science and technology, is an important condition for the dynamic development of the country in this area. The word "START UP" is derived from the English (start up) meaning "to start the process", "to start". Originally, the term "Start up" originated in the 1939 United States in the Santa Clara Valley (California), specializing in developments in high technology. During those years, Stanford University students David Packard and William Hewlett created their own small project, and he called the work start up. Later, this start up gradually evolved into a larger and more famous Hewlett-Packard (HP) Enterprise. As time passed, the word "Start up" became popular. Today, this project is known as a huge company that produces computers, phones, laptops, office equipment, televisions and related supplies under the logo of HP, or Hewlett-Packard.

2.The review of literature.

Before we Research start up and its validity, it is necessary to highlight the content and specifics of start up. In particular, many foreign and domestic

publications cover some aspects of the issues of the word start up and start up projects.

In particular, the "technology-business" site gave start up such definition as "Start up – any business initiative corresponding to this concept, regardless of the field of activity. In the IT environment, they prefer to call high-tech-related projects "start up". Thus, some companies call their unrealized ideas start up, the essence of which is the innovation of the future product. And they are looking for what is at the application stage. The future of such innovative projects without appropriate investment is very controversial."

In particular, proposals for the introduction of the Start up law were also made in the legislation of the Republic of Uzbekistan, and the draft normative legal acts were put to discussion on the judicial portal on April 27, 2020. The debate lasted until May 12, 2020. Article 3 of the start-up law defines the word "Start up" as "a temporary structure" designed to look for and implement an extensible business model that has innovative components and requires high risk – based, specific investments".

In addition, Article 3 of the "Startup Act" comments on the concepts of "startup-ecosystem", "startup accelerator", "utility program".

3. Research methodology.

As a result of the analysis of the importance of investment and investment activities in the development of Start up projects, organizational aspects of the operation of projects, national and foreign practices, theoretical and organizational aspects of investment activities in the development of Start up projects, a large number of theoretical literature related to the topic, logical thinking, imitation in scientific observation, systematic approach methods were used.

4. Analysis and results discussion.

Start up plays an important role in attracting investments for the development of projects. A cost-free transaction requires a certain amount of money to develop and present to the public all ideas, as they say, equal to zero. One project is refinanced to develop successful start-ups. This does not require refinancing the project if the components of a successful project are fully completed. First of all, no one can answer that the initial projects will be completely successful.

Any environment is prone to dynamic changes: it changes every hour, develops, competes. Changes occur almost every day. Therefore, we must be able to see far and have a strategic idea to create a successful project, only then our project can give the result that we think for us. It is necessary to understand the trend that existed during the start of the idea.

A project is required to have a team and requires team members to be initiative creators. The team must be fully competent in their project. Only the enthusiasm in the team is teamwork, and the mood to win can lead to successful progress.

When the product envisaged in the project is advertised, it should be able to attract investors, it should also be attractive to the target audience. Start up does not reconcile simplicity to projects, projects should be equally new and interesting for everyone. In order to attract additional funding, the project needs competent propaganda work. It requires maximum work with information and advertising. Before the implementation of the project, it is mandatory to fully develop it. A deficiency in the product is unacceptable, they can negatively affect the development of the project.

If all conditions are met, each start up has the option of being a complete and self-sufficient start up.

5. Conclusions and suggestions.

In the following years, the development of start up projects is leading to the development of the physical and mental potential of people in all areas and the facilitating of all work processes. This is definitely the positive side. It may be wrong to say that Start up projects have no downside. Human analyze the positive side of the start up attentively in most cases, ignoring the tiny problem in start up. Negligence can also cause the crisis of these start up projects. The Start up project requires a lot of attention. We should pay attention from all sides when we are developing start up projects.

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