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## **GRAMMARLY**

What is “Grammarly”? Why is it so popular nowadays? What is it used for? Why is it going up in the world? How is it connected with Ukraine? These and other questions I want to answer in this article.

So, “Grammarly” is a [cloud based](#) English language writing enhancement [platform](#) developed by Grammarly, Inc. It was developed by Alex Shevchenko and Max Lytvyn, in [Kyiv](#). Brad Hoover is the company's [chief executive officer](#).

Ukrainians have been designing this tool since 2009, and now their startup is reaping the rewards, bringing a handy tool to 10 million people worldwide who use Grammarly every day across browsers, word processors, and phones. The service checks over 250 grammar, spelling and punctuation rules.

It is an application that automatically detects potential grammar, spelling, punctuation, word choice, and style mistakes in writing. Its algorithms flag potential issues in the text and suggest context-specific corrections for grammar, spelling, wordiness, style, punctuation, and plagiarism.

It is available via a browser extension for [Chrome](#), [Safari](#), [Firefox](#), and [Edge](#). It is also available as an application for both iOS and Android; for a variety of writing interfaces, including not only browser but desktop integrations to help users in both their personal and professional lives, whether they are communicating through email or social media, applying for jobs, or even filling out online dating profiles. It also increases productivity and efficiency for professionals in a wide range of fields, including marketing, sales, engineering, customer support, and education.

“Grammarly” now has a 150-person team working in Ukraine and across the ocean in the United States. But nine years ago it was just three friends, Max Lytvyn, Alex Shevchenko, and Lider, who constantly had to write in English, which was not their native language.

At the time, the three had been already working on a smart idea to empower computers to check academic works for plagiarism, MyDropBox. They partnered with some U.S. universities, and all went well. But they noticed there was one main reason why people tended to copy another person’s text entirely — it’s hard to put thoughts in writing, and not everyone can do it well. But because emailing, texting, writing research papers and reports have become so widespread in the digital age, most people have to be able to communicate well in writing.

The three partners decided to find a way to help out those with similar problems, and natural thought that “technologies might come in handy.”

Thus, “Grammarly” was born. The idea, of course, has evolved along the way. The application was first targeted at academics, but just a year later the circle of potential customers was expanded to anyone on the internet who wanted to make their writing flawless. And once the consumer product was up and running, the startup was able to process much more data, which with machine learning meant they could improve the product even faster.

“Grammarly” learns from the vast amount of writing it processes, and it adjusts its recommendations based on usage. The service can also automatically detect what type of English the client wants to use, American or British, and fixes mistakes accordingly.

And the product is evolving even now, improving through analyzing a massive number of texts; adding new features and launching its service across various text-focused online platforms, such as Google Docs.

And with digital communication becoming more and more important for professional and personal success, “Grammarly” expects demand for its product to continue to grow.

The Ukrainian startup has been so successful in helping English speakers to check their writing that they have moved to a new office on the 14th floor of Kyiv’s central posh Gulliver business center and mall.

The team started with 10 Ukrainians. Now the company employs 150, more than half of whom work from the Kyiv office; the rest are in San Francisco and New York.

## **REFERENCES**

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