O. Shevchuk, Student
S.Kukharyonok, Senior lecturer, language advisor
Zhytomyr Polytechnic State University

STARTUP, ITS FEATURES AND PRACTICAL AUTHOR'S IMPLEMENTATION OF THE PAPERCRAFT MODELS PROJECT

In recent years, the word "startup" has become commonplace in our time. It can be said that it has even become fashionable. We hear this word on television, see it in the news, on the Internet. Moreover, books are written about it. But not everyone understands what it really is, whether there is a difference between a newly created company and a startup, and in general, what the features of a startup are.

Most people associate the word "startup" with a picture of people who plan to start a business in difficult, uncomfortable conditions with their innovative idea. But this is just a picture created in the mind based on stereotypes. The word "startup" comes from the English concept of a startup - "start" and means a newly created or still in the process of creating a company.

Startups are companies or ventures that are focused on a single product or service that the founders want to bring to market. These companies typically do not have a fully developed business model and, more crucially, lack adequate capital to move on to the next phase of business. Most of these companies are initially funded by their founders [4]. It means that this company has a business idea that needs development and promotion, but its creators are still busy researching the market and finding funds to implement it.

Startups are sometimes companies that are going to offer innovative products and services to consumers but are currently in the process of finding suitable business technologies and financial support. The future of such companies looks uncertain [5].

The difference between a startup and a new company is that startups are looking for a suitable business model, while companies already have one and are successfully implementing it [6].

In the age of digital technology, designers are increasingly turning to paper products, i.e., "papercraft". Designers are attracted by the simplicity of working with paper, texture, smell, variety of paper colors, as well as the ability to create both three-dimensional and flat things. Regardless of the technique, you can create a real thing that can be felt by touch, show it to friends, and give it to the client [1].

As for what we do, we produce low polygonal 3D models that can be used for house or party decor, unusual gifts, or a hobby for a child. We have presented our startup project Papercraft Models in Kyiv on the "Yep! Starter Program 2019" and entered the Top-7 startups of Ukraine in this program.

We suppose that a party is not a party without PaperCraft Models because they can decorate it and make it more visual. PaperCraft Models are low-poly, eco-friendly 3D models that are suitable for décor, cool gifts, and hobbies. There are 3 types of products that we can provide our customers with: a gift pack, finished models, and e-models. We offer our product to corporate clients and general users with a choice of more than 1.5 thousand models. Our products can add a cool atmosphere and style to

any party, bring a sparkle to home decor, and make photography unforgettable. And the children will also be very excited using them.

The reason why we produce PaperCraft Models is first of all because it is an eco-friendly handmade product. It is creative, unusual, and, most importantly, the fastest solution to decor and gift-giving problems. According to information taken from serpstat.com, the market is big [3]. There are 3.5 million searches for gifts each month. We have found out that most of our customers are men and women between the age of 16 and 40, with good taste. Wherever we go, the decor is used everywhere, from home to work interior. Therefore, it is very important to live in this ecological environment, no less creative, and with the opportunity to organize it for less. This project, in our opinion, is very promising. After all, working on it, we realized that at the moment we have almost no competitors. If there are, then single. Among them are «Bumadov», «PaperHouse» and «PolyFish».

It should be noted that the project has a wide scope. The markets for our products are the market of gifts, decor, various events, and educational games. We see the design of themed parties, photo studios, and shops as promising activities.

Also, a new direction of product sales is the supply of our products to preschool and general secondary education institutions for educational purposes. When working with preschool and primary school children, teachers can use PaperCraft Models in art lessons, coloring white figures, while developing children's imagination. Under the supervision of teachers and educators, children can make models of figurines, while developing fine motor skills. Middle and high school children can make figures on their own, decorate their classrooms with them, and use them for extracurricular activities, decoration of school exhibitions, parties, etc.

Although our product can be used for various purposes but based on our research, we position the product primarily as a creative and environmental gift, because according to our data about 80% of our products are sold for creative gifts, 15% are sold for decorations premises and 5% for various events. In addition, this product is being prepared for launch on the market of educational games. We are also considering selling goods abroad, as foreign markets are more mature and in greater demand than Ukrainian markets.

We got 50 orders during the 3-month test period. 91% of all our orders were satisfied with our product. Now you have a great opportunity to find an unusual gift on our Instagram page [2]. Our store is open from Monday to Friday, namely from 9 am to 5 pm. We deliver our products with «Nova Poshta» and «UkrPoshta» services. In the future, we plan to open a studio workshop and sell models not only in Ukraine but also abroad.

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