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## THE MOST SUCCESSFUL BUSINESS IDEAS IN UKRAINE

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**The purpose and objectives.** The purpose is to describe and analyze the most successful startups in Ukraine and to reveal their point.

**Object of research.** The research deals with the most successful startups as the new generation of Ukraine.

**Methods and means of research.** Analysis a literature, websites and business articles and summing up of a learning of mass media.

**Results of research.** While in Ukraine the war has been going on and the economy of state is positioned on grave condition, Ukrainians hang tough, don't emigrate and try to look for various options how to surprise the world with innovative developments and how to escape on a technological front line.

Nevertheless, for the last year there were many positive changes. There are new funds and investors — Leonid Chernovetsky's fund Happy Farm has opened the grant fund GTF. The sums of transactions are even more often estimated in hundreds of thousands and millions of dollars. Such known Ukrainian startups as InvisibleCRM, Jelastic, Zakaz.ua gradually grow in the large, successful companies.

Petcube is the Ukrainian company which makes gadgets for owners of pets, the best hardware-startup of Europe 2014 according to The Europas, the most perspective Ukrainian startup of 2013 according to Ain, and also the best Ukrainian startup of 2013 according to the rating of iForum. The first product of the company - Petcube is the device allowing watching, talking and playing remotely through a mobile application laser games with a pet.

The 23-year-old Ukrainian Stas Matviyenko has developed the payment tool for institutions. The order in an institution will allow to create the new Settle application and to pay for him by means of the smartphone. Now it isn't necessary to call the waiter to dictate to him your wishes, and then to wait until take out the account or delivery. Payment, even taking into account tip, it will be possible to carry out online. Investors have already invested 1,3 million dollars in development of the application.

Ukrainian service for search local and online of tutors, Preply has already attracted 120 thousand dollars. He helps to find the suitable teacher in several clicks or to place the application about search of the specialist in foreign languages for a hobby, the school program and even business.

Luciding is the device which allows operating dreams. The author of a concept and the chief developer of the device Nikita Ant claims that, having put on the device on the head for the night, the person will be able to control the dream and to operate his contents. Besides, it is possible to try "to program" a dream which will dream you in the next night. Luciding is a product for those who want to receive result and new feelings. Now developers work on improvement of the device.

Advantage of a platform is an opportunity to choose the tutor not only from local teachers, but also online tutors from other countries. Now Internet education is one of the main trends in the world market of startups.

The Ukrainian-American startup which allows readers to stay aware constantly of events even if events change with a huge speed. Technically, Traqli is a button which Internet



editions can add to article. Users click on this button and automatically subscribe for all updates on this subject.

Wishround startup is the Ukrainian startup which allows to pay collectively gifts on the Internet. By means of service the user can choose a gift in online store and tell about him to friends in social networks that they could chip in together on him. In turn, online stores will be able to add the "I Want as a Gift" button on the website. Service works directly with online suppliers, the funds raised on service can be spent only at partners of Wishround.

Zakaz represents service by means of which it is possible to issue delivery of products and other goods from supermarkets of Kiev, and also ready dishes from cafe and restaurants of the city. Today Zakaz.UA cooperates with the majority of large supermarkets of Kiev. It is possible to issue the order on the website.

The Ukrainian service for the order of actors and photographers Poptop.fm created by Evgeny Shestopoval has been working in Ukrainian market since 2013 and monthly generates about 250 requests for actors speech.

Now the team of the project works on start of the project in the British market. Evgeny sees big prospects in the British market as most of competitors work according to the scheme of the call-center, and Poptop.fm provides a platform where the customer and the performer communicate directly.

**Conclusions.** To sum up, despite the weak economic situation, long-term crisis and other adverse factors for business, Ukrainians don't lose hope and create the better life, developing super successful startups, escaping on a technological front line.

Innovation of domestic projects is confirmed also by investment indicators - since the beginning of the current 2016 of the sum of investments made in startups with a mark of MADE IN UKRAINE have grown by 36% in comparison with last year's. Now this sum makes more than \$4800000.

Other examples of successful Ukrainian startups:

- Depositphotos
- Terrasoft
- TemplateMonster
- Coursmos
- Clickky
- Augmented Pixels
- [GitLab](#) 9
- Petcube
- Grammarly

**Key words.** Business ideas, startups, innovation, successful, Ukraine.

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