

## THE SEQUENCE OF IMPROVING THE FINANCING OF STARTUP PROJECTS

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**АННОТАЦИЯ.** Статья рассматривает развитие темпа в инновационной деятельности. Ключевые факторы, препятствующие инновационной деятельности. Рассматривание механизм в инновационной экономике. Применение новых реформ в устойчивости этой отрасли. Обеспечение занятости населения. Инновационная среда. Планирование для минимизации рисков. Основные критерии при развитии инновационной экономики. Увеличение стоимости научных разработок и исследований. Создание благоприятных условий для устойчивости в этой отрасли. Переквалифичирование сотрудников в инновационной деятельности.

**Ключевые слова:** инновационная деятельность, процессы, функции, ресурсы, потенциал, субъекты

**ABSTRACT.** The article considers the development of the pace in innovation activity. Key factors hindering innovation. Considering the mechanism in the innovation economy. Application of new reforms in the sustainability of this industry. Ensuring employment of the population. Innovative environment. Planning to minimize risks. The main criteria for the development of an innovative economy. Increasing the cost of scientific research and development. Creating favorable conditions for sustainability in this industry. Retraining of employees in innovation activities.

**Key words:** innovation activity, processes, functions, resources, potential, subjects

**INTRODUCTION.**

The problems of innovative development are among the most relevant and modern issues today. At present, it is impossible to create value for consumers without attracting various new technologies or know-how. According to data from the Boston Consulting Group, about 90% of company executives recognize innovation as a key factor in strategic development. The importance of innovation has been emphasized by many scholars and practitioners, and its role continues to grow day by day.

Overall, innovation activity is now becoming the main direction of development. Innovation has become an important factor not only for individual enterprises and firms but also for the entire economy.

In modern conditions, it is necessary to develop long-term strategic plans that ensure the effective use of intensive factors to improve economic growth indicators, take into account innovative processes, enhance the competitiveness of professional firms and enterprises, improve key macroeconomic indicators, and raise the standard of living of the population.

At the same time, the innovative economy should be viewed as a large mechanism that is interconnected and constantly interacts with its components — large and small organizations, technology parks, research institutes, laboratories, and universities.

The creation of an innovative economy requires a new perspective. This innovative economic vision must integrate all innovations within itself and encompass the entire society.

### **METHODOLOGY AND LITERATURE**

The innovative economy, in shaping the views of society, generates new perspectives [5] on innovation — perspectives based on the intellectual factors of scientific and practical innovation activities, scientific and technical progress, as well as scientific, technological, and production factors.

When studying innovations by category in the context of modern economic issues, it is common in contemporary scientific research to examine innovations from two main perspectives:

On the one hand, there is a practice of using such pure categories as “innovation process,” “innovation activity,” “innovation environment,” “innovation project,” and “innovation program.”

On the other hand, researchers have also employed terms such as “market for innovative products,” “innovation resources,” “innovation potential,” “innovation core,” “innovation thinking,” “innovation education,” and “innovation competence.”

Based on the above, it is worth noting that research on the innovative economy generally follows two main directions — practical and theoretical.

Law of the Republic of Uzbekistan “On Innovation Activity” No. 630, adopted by the Legislative Chamber on April 7, 2020, and approved by the Senate on June 19, 2020. B. Twiss. Management of Scientific and Technical Innovations. Edited by K.F. Puzinya. – Moscow: Ekonomika, 1989. – 271 p. Discovery or novelty – the process of acquiring the economic significance of an idea. p. 152. O.E. The concept of innovation activity and its characteristics. Bulletin of the Kutafin University, 2015.

### **RESULTS.**

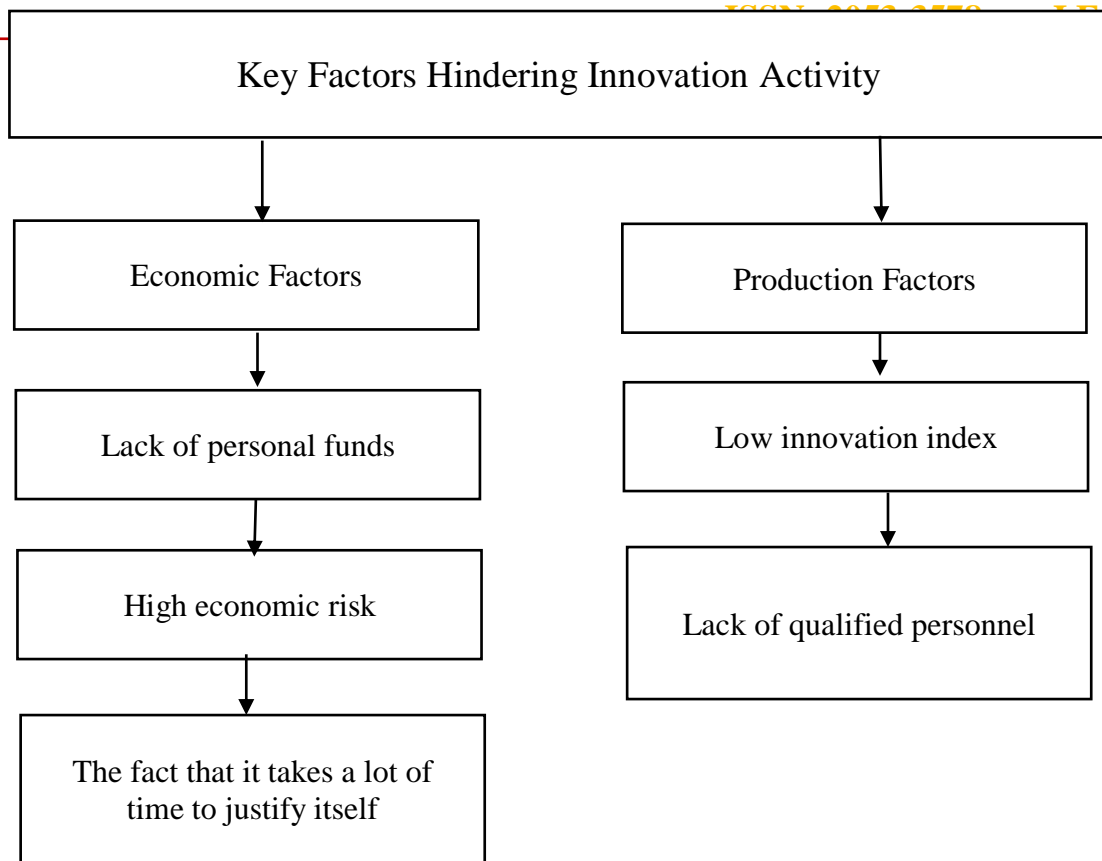
Innovations in the economy are recognized by many scholars for their complex structural form [1] and the presence of strict sequences in the implementation process. A proper innovation policy plays an important role in creating a solid foundation for the formation and modernization of national competitive characteristics and for achieving the global level of scientific and technological development.

Innovation activity (IA) has now become one of the key conditions for the country's economic growth through the creation of competitive products and services.

The functions of innovation activity at different stages of the economy include planning, stimulation, and management. The initial function is planning, which involves developing a development strategy [3], assessing available resources or potential demand, and determining the investments primarily needed to achieve set goals. Planning of innovation activities helps to minimize risks in supply chains, prevent overspending on innovative products, and avoid financial shortages.

Innovation activity performs several important functions. These functions include both managerial tasks (the process of comparing and verifying plans and results) and organizational and motivational tasks. In addition to these, innovation activity also includes:

- defining goals and agreements;
- forecasting;
- regulating the activities of all participants in the innovation process;
- solving problems and removing obstacles that arise during plan implementation;
- creating a management base.



**Figure 1. The Influence of Key Factors on Innovation Activity**

Source: Alyokhina E.I. Features of Implementing Innovation Activity in a Crisis Environment // Belarus-2030: State, Business, Science, Education: Materials of the 6th International Scientific Conference. Minsk: BSU, 2019. pp. 280–281.

## DISCUSSION

However, they have a specific feature of development that is interdependent. One of the external factors influencing the innovative economy is the rising cost of scientific research and development.

Yet all these formalities begin to unfold one after another only after the initial conditions [4] for the development of an innovative economy have been created.

Among these conditions, the following can be highlighted:

Institutionalism – (from “institutions”) – the existence of formal and informal rules. This leads to the transformation of innovation activity into an innovative economy.

Structuralism – the presence of sufficient structural involvement in the market of innovation activity and innovations.

Competition – the existence of competition for new equipment and technologies, and for

the quality of produced goods (such competition is a key condition for an innovative economy).

Resources – the availability of scientific, technological, and innovation resources that develop sufficient innovative potential for the promotion and organization of the innovation process.

Motivational factor – introduces and encourages innovation within economic entities [2], consumers, and the economy as a whole.

Based on human capital (health, labor, intellectual, mineral, and spiritual capital), natural resources, and production capital — which are the main elements of an innovative economy — the following criteria can be distinguished within the innovative economy:

- the level of innovation within the structure of the productive forces;
- the degree of spiritual intellectualization in general production relations;
- the level of innovative structures in the economy;
- the level of technological development in the innovative economy;
- the level of professional skills of the personnel;
- the focus on solving resource and environmental problems.

## CONCLUSION

Particular attention should be paid to economic and technological factors. In this case, it is necessary to take into account emerging technologies, financial reserves, and the corresponding material and technical base, as well as production capacities within the economic and social infrastructure. Considering these factors, their alternative use affects the innovation activity of an organization. Conversely, factors such as the lack of innovation financing sources, shortage of production, and absence of production capacity can slow down or even halt the innovation process.

It is also important to consider the ability to properly assess innovative technologies that require a long period of time to determine whether their implementation is profitable or unprofitable given the high costs involved. Market factors can have different effects depending on whether the product manufacturer operates under monopoly conditions or in a competitive environment. Furthermore, this also influences the level of aggregate demand for the innovative product.

Large entrepreneurs and major businesses should serve as the primary source of innovation development. Innovations implemented in large businesses must generate a synergistic effect with the work already performed. The fact that entrepreneurs currently engaged in large-scale

business activities do not fully utilize their innovative potential causes them to lose competitive advantages. Judging by the situation, considering that any scientific research usually shows its effect within 3–5 years, the number of people exposed to such risk is likely to decrease.

Therefore, achieving economic efficiency based on innovation is impossible without state support and incentives within national business structures. Changes in legal and regulatory acts also slow down the pace of innovation development.

Thus, the adoption of the “Digital Uzbekistan – 2030” Strategy and its Roadmap for implementation for 2020–2022 primarily creates a legal foundation for the transition to a digital economy. The document includes such priority areas as the development of digital infrastructure, e-government, the national digital technology market, education, and professional training in the field of information technology.

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5. <https://dic.academic.ru/dic.nsf/enc1p/19650>