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## DEVELOPMENT OF THE START-UP ECOSYSTEM AS A FACTOR IN STIMULATING ENTREPRENEURIAL ACTIVITY AMONG YOUNG PEOPLE

**Zaika S.O.***c.e.s., prof.*ORCID: <https://orcid.org/0000-0001-8132-7643>

State Biotechnological University, Kharkiv, Alchevsky 44, 61002

**Bohomolova K.S.***c.e.s., as. prof.*ORCID: <https://orcid.org/0000-0002-1042-825X>

State Biotechnological University, Kharkiv, Alchevskikh 44, 61002

**Slipukha T.I.***Assistant prof.*ORCID: <https://orcid.org/0009-0000-3921-5517>National University of Life Resources and Environmental Sciences of Ukraine,  
Kyiv, Heroiv Oborony 15, 03041

**Abstract.** The article provides a systematic analysis of the conditions for the formation of a start-up ecosystem as a factor in stimulating entrepreneurial activity among young people. It is argued that educational programmes, advisory support, organisational opportunities and resource provision create conditions that enable young people to move consistently from the formation of an idea to the launch of their own business. Based on a summary of the results of international research, the structure of the environment within which entrepreneurial intentions are formed and youth projects are further developed has been identified. A systematic presentation of the elements of the start-up ecosystem that influence young people's choice of entrepreneurial path and further work on the creation of innovative projects is proposed. The results obtained allow us to outline areas for improving the conditions necessary to support young entrepreneurs and strengthen the role of educational and institutional establishments in shaping the environment for starting one's own business.

**Key words:** entrepreneurship, start-up ecosystem, starting your own business, start-up, innovative project, developing business ideas.

### Introduction.

In today's world, it is particularly important to create an environment in which young people can realise their potential by creating innovative projects and starting their own businesses. Increased digitalisation, the transformation of professional models and growing demand for individualised forms of economic self-realisation are stimulating the younger generation's interest in entrepreneurship, making this area an important component of modern economic development. The gradual shift in young people's attention towards project activities is leading to increased interest in start-ups, which allow them to combine initiative, autonomy and innovation.



The growing role of youth initiatives in various countries around the world is accompanied by the active strengthening of mechanisms aimed at supporting entrepreneurial activity. Young entrepreneurs play a significant role in the emergence of new sectors of the economy, which encourages state and organisational structures to expand opportunities for their development. At the same time, a significant proportion of young people face difficulties related to a lack of support that would allow them to move from the formation of an idea to its practical implementation. At the same time, the lack of adequate conditions hinders the development of full-fledged innovative projects and reduces the likelihood of start-ups being launched.

The existence of a start-up ecosystem that combines educational opportunities, mentoring, advisory support, access to resources and networking is an important factor in stimulating youth activity. The functioning of such an ecosystem provides young people with the conditions to move from an idea to building their own project, creating a structure within which ideas can be gradually developed. The uneven development of these components in different regions leads to situations where young people have potential but do not receive sufficient institutional or organisational support to realise it.

Limited access to practical training programmes, weak cooperation between institutions and a lack of resources create a gap between young people's entrepreneurial intentions and the conditions for their implementation. The existing imbalance between the potential of young people and the environment capable of providing the necessary support creates a problem that hinders the development of innovative projects in the early stages and requires thorough analysis, as without its resolution, the ability of young people to engage in entrepreneurial activity and influence the development of innovation in the national economy is reduced.

The need to study the structure and functioning of the start-up ecosystem is driven by the need to create conditions that can stimulate youth activity and ensure the emergence of new projects. The integration of educational, organisational, financial and advisory capabilities within such an ecosystem creates the basis for the transition from initial concept to practical implementation of initiatives. The level of coordination



and accessibility of these components determines the willingness of young people to start their own business, which emphasises the relevance and social significance of their scientific study.

The aim of the article was to find out how the development of the start-up ecosystem affects the entrepreneurial activity of young people, as well as to identify the structural elements of this environment that play a leading role in forming interest and transitioning to practical activity.

### **Main text.**

The creation of conditions for the emergence of youth projects is considered in contemporary scientific literature to be an important factor in economic growth. A significant part of the research is devoted to studying how the educational environment influences young people's intentions to create their own projects. In particular, a number of authors argue that it is educational institutions that provide the initial stage for the development of initiative, forming the primary knowledge and initial skills necessary for working on projects. Thus, Bergmann H., Hundt C., Sternberg R. [3] found that university conditions have a significant impact on students' willingness to consider starting their own business, while Abuzaid A. [1] emphasises the role of individual confidence, which is enhanced by practice-oriented forms of learning.

The educational component is only one element of the environment in which young people can work on their own ideas. Research by Jurgelevicius A., Butvilas T., Kovaite K., Šūmakaris P. [13] demonstrates that universities are capable of performing both educational and coordinating functions, providing space for the development of ideas, interaction with mentors and organisational support, which facilitates the transition from idea to concrete action. Similar conclusions are also presented in Pereira F.A.M., Gomes A.O. [18], which emphasises that business incubators at educational institutions are capable of creating effective conditions for the formation of students' entrepreneurial skills and supporting the first steps in their projects.

An important part of the start-up ecosystem is the consultative interaction between young entrepreneurs and more experienced participants in the economic space. A study by Rosado-Cubero A., Hernández A., Blanco-Jiménez F.J., Freire-Rubio T. [20]



proves that the existence of structures such as business incubators helps young people to refine their ideas, identify mistakes and adjust further decisions, which significantly increases the chances of effective project implementation. Similar results are presented in the work of Campos-Blázquez J.R., Martín-García S., Cárdenas-Muñoz M. [7], which shows the importance of institutional interaction in shaping an ecosystem created through open innovation practices and support from government structures.

Growing interest in youth projects is also observed in countries that actively implement programmes to promote new initiatives. For example, Deep P., Sisodia S. [8] describe the results of government programmes in India, where a combination of resource support, educational tools and advisory interaction contributes to the emergence of new youth projects and increases their viability. In turn, an analysis of the development of initiatives in Poland and Spain conducted by Gaşior A., Czerniachowicz B., Prusinowski M., Jorge-Vázquez J., Chivite Cebolla M.P., Nández Alonso S. [10] demonstrates the importance of networking, as the exchange of experiences between students and participation in joint events create an environment where young people's interest in starting their own projects grows.

International comparisons presented in the works of Skica T., Piątkowski M., Abdic A., Lazović-Pita L. [21], as well as Vasilescu D., Crivoi S., Munteanu A.-M. [23], show that the level of youth activity largely depends on the availability of opportunities created by the ecosystem. When educational opportunities, advisory interaction, and organisational conditions are combined into a coherent system, the likelihood of young people moving from initial ideas to the practical implementation of their own ideas increases. Such a structured environment creates conditions in which young initiators receive not only initial knowledge but also the support necessary for the development and implementation of projects, as confirmed by the results of international studies.

The systematisation of the analysed works provides grounds for forming a generalised model of an ecosystem that creates conditions for the development of youth initiatives (Table 1).



**Table 1 – Start-up ecosystem model for developing youth initiatives**

| <i>Ecosystem component</i> | <i>Content of the element and its functional significance</i>   | <i>Practical examples</i>   |
|----------------------------|---|---|
| Educational opportunities  | Ensures the formation of knowledge necessary for the development of entrepreneurial intentions and the ability to work on projects. Enables young people to master the tools for developing ideas, analysing the market and planning the initial stages of activity.      | <ul style="list-style-type: none"> <li>- entrepreneurship training courses;</li> <li>- training in project design skills;</li> <li>- working with teachers and practitioners;</li> <li>- participation in student research clubs and project groups.</li> </ul>   |
| Advisory support           | Creates opportunities to refine ideas, determine the direction of development, and minimise mistakes in the early stages. Includes interaction with experienced market participants who help to develop a roadmap for the project.  | <ul style="list-style-type: none"> <li>- individual consultations with experts;</li> <li>- mentoring programmes;</li> <li>- support from incubators and hubs;</li> <li>- consultations on hypothesis testing and solution testing;</li> <li>- assistance in creating presentations (pitch decks).</li> </ul>  |
| Organisational conditions  | Provides the material and administrative basis for the implementation of ideas. Facilitate the transition from concept to concrete action by providing space, equipment, and infrastructure for development.  | <ul style="list-style-type: none"> <li>- access to co-working spaces and laboratories;</li> <li>- tools and equipment for work;</li> <li>- organisation of team interaction;</li> <li>- administrative support;</li> <li>- access to information and analytical resources.</li> </ul>                         |
| Networking opportunities   | Create channels of access to new contacts, knowledge, partnerships, and opportunities. Strengthen young people's ability to enter into professional relationships and present their own initiatives to external participants.   | <ul style="list-style-type: none"> <li>- hackathons, competitions, forums;</li> <li>- entrepreneur communities;</li> <li>- platforms for finding partners;</li> <li>- meetings with investors (pitch events);</li> <li>- participation in thematic clubs and networking events.</li> </ul>                    |
| Resource assistance        | Enables access to the financial, informational or material resources necessary to launch and initially develop projects. Reduces risks in the early stages and increases the chances of bringing ideas to fruition.   | <ul style="list-style-type: none"> <li>- grant support programmes;</li> <li>- funding for incubators and accelerators;</li> <li>- microfinance and scholarship programmes;</li> <li>- competitions for innovative projects;</li> <li>- consultations on preparing applications for funding.</li> </ul>        |
| Institutional interaction  | Reflects the interaction between educational institutions, government bodies, public organisations and business structures in supporting youth projects. The existence of coordinated institutional mechanisms significantly enhances the effectiveness of the ecosystem. | <ul style="list-style-type: none"> <li>- partnerships between universities and incubators;</li> <li>- regional start-up development programmes;</li> <li>- support from local authorities;</li> <li>- participation of public organisations;</li> <li>- creation of advisory and resource centres.</li> </ul> |

*Original work based on the analysis of sources [1-26].*



An analysis of the data summarised in Table 1 shows that the educational components of the start-up ecosystem are most fully covered in scientific research. This emphasis is explained by the fact that it is educational institutions that create the primary basis for the formation of entrepreneurial capacity among young people and the development of their ability to work on projects. The issue of the influence of the university environment is discussed in detail in Bergmann H., Hundt C., Sternberg R. [3], where it is proven that the educational environment shapes the ability to assess one's own capabilities and determine realistic directions for further activity. Similar positions are found in the works of Abuzaid A. [1] and Dwivedi A. [9], which emphasise that educational tools strengthen young people's confidence in their own actions and expand their ability to move from the initial idea to the next stages of work.

Consultative support is also important, as it provides young project initiators with guidance in the process of refining ideas, identifying mistakes and forming consistent steps. The work of Rosado-Cubero A., Hernández A., Blanco-Jiménez F.J., Freire-Rubio T. [20] shows that mentoring increases the likelihood of a project being launched and gradually developed. Similar results are presented in Campos-Blázquez J.R., Martín-García S., Cárdenas-Muñoz M. [7], where it was found that the participation of external institutions in advisory support creates more favourable conditions for young entrepreneurs.

Organisational conditions form a separate direction of the ecosystem, as they provide access to workspace, technical resources and administrative support. The work of Jurgelevicius A., Butvilas T., Kovaite K., Šūmakaris P. [13] emphasises that infrastructure accessibility reduces initial risks and allows young people to focus on the content of the idea rather than on finding material resources. It is these elements that determine the real possibility of moving from concept to practical activity, which is especially important in the early stages of project formation.

Networking opportunities play a significant role in the development of entrepreneurial activity, creating channels for access to contacts, knowledge and partnerships. Research by Gąsior A., Czerniachowicz B., Prusinowski M., Jorge-Vázquez J., Chivite Cebolla M.P., Náñez Alonso S. [10] demonstrates that the level of



interaction in such formats influences young people's interest in continuing to work on their own initiatives. Similar conclusions are presented in Jabłońska M., Dziuba R., Simonetti B. [12], which establishes a link between activity in network structures and willingness to start working on projects.

Another important component of the start-up ecosystem is resource support, as access to funding or material resources can significantly influence young people's decisions about continuing to work on their ideas. Deep P. and Sisodia S. [8] emphasise that even small initial resources have a positive effect on maintaining motivation and continuing work on a project. The work of Manolopoulos D., Xenakis M., Karvela P. [15] also highlights the importance of financial assistance in the early stages, which creates the opportunity to move on to initial practical actions.

A separate group of elements of the start-up ecosystem is formed by institutional interaction, which determines the level of coordination between educational institutions, government bodies, public organisations, and specialised support structures. Its importance is highlighted in studies by Pereira F.A.M., Gomes A.O. [18] and Thongam Dr. [22], which shows that partnerships between different types of institutions create broader access to resources and opportunities for young people. Institutional interaction forms the basis for the emergence of support programmes, joint initiatives and infrastructure solutions that strengthen the ability of young people to move from concept to practical implementation of a project.

**Summary and conclusions.** The results obtained allow us to conclude that the development of a start-up ecosystem is an important factor in stimulating entrepreneurial activity among young people. Educational opportunities, advisory support, organisational conditions, networking formats, resource assistance and institutional interaction form an interconnected system that creates favourable conditions for the transition from concept to project implementation. The coordination of these components increases young people's willingness to start their own businesses, reduces initial risks, and promotes the emergence of new youth initiatives. The further development of support structures and institutional partnerships is a necessary condition for the formation of active youth entrepreneurship.



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*Zaika S.O., Bohomolova K.S., Slipukha T.I.*



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e-mail: [editor@sworldjournal.com](mailto:editor@sworldjournal.com)

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