

STAGES OF DRAWING UP INNOVATIVE PROJECTS

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Innovations are the introduction into production or in the service sector of innovations in the form of objects, technologies, products that are the result of scientific research, inventions and discoveries and qualitatively different from their counterparts.

The main objective of innovation is to create additional value not only for consumers, but also for companies implementing these innovations. Companies carry out various types of innovative activities, including the development of new products and services, the introduction of new processes that increase labor productivity, as well as the efficiency of organizational and marketing activities, improve the quality and availability of their goods / services. We meet innovations in our lives almost every day, sometimes without even knowing it. They are quite necessary for the further development of the spheres of our activity. The main goal of innovation is to simplify our lives and bring production to a new level of development. For the development of innovations, a certain potential of new thoughts and proposals is needed, so all developed countries invest large sums of money to support young scientists and their development. A fairly important aspect in the development of innovations is their commercialization. Commercialization is the price society has to pay for economic progress. Any project should not only be implemented in life, it must first of all pay off, and in the future bring profit. In most countries, only about 10% of projects are implemented. In the process of commercialization, there are always a large number of problems, because any innovation must not only be invented, but also patented, and in the future find a market for profit. The process of obtaining a patent can take up to a year or more. Next, you should bring the project to life. To do this, you can act on your own, sell the license or sell all the rights. But, if the project goes through all the difficulties and is safely implemented in practice, then it can pay off tenfold. Commercialization of innovations consists in attracting investors to finance the activities of the developer with the further implementation of a new project at the rate of a certain percentage of participation in future profits in case of success.

As a result of the study, it was reported that the process of introducing an innovative project to the market contains several stages: it is necessary to select the most significant projects that will have the greatest commercial potential and the maximum degree of readiness for development; of great importance for the success of the project is its relevance in the market, the minimum payback period, profitability and the least risks; formation of financial resources; securing the rights to the project and distributing them among the participants; in the depth of innovations and in the production process.

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