

IT -STARTUP: DEFINING OF AN ORGANIZATION STRUCTURE

Arseniuk D.V, Stratiienko N.K.

National Technical University «Kharkiv Polytechnic Institute», Kharkiv

The term *startup* means a new project or a new company. This is the initial stage of development of any technological innovation. The most dynamically developing area for new ideas and technological solutions is the IT sector.

However, not all startups in IT are successful and overcome the primary stage. There can be many reasons for failure, but the main ones are considered to be the lack of relevance of the project, lack of finances, as well as an improperly designed marketing development plan and startup management as a whole. One of the reasons for startup management failures is an incorrectly built management model. Startup management is a complex and time-consuming process, which also includes a large number of different characteristics [1-2]. This allows us to conclude that the topic under consideration is relevant.

In accordance with the topic of this study, a number of tasks were identified: to analyze the tools and methods of managing startups; to assess the strengths and weaknesses, to identify the features of the applied models and structures for managing startups; choose the most relevant organizational structure, management model for a startup in the field of information technology.

In the course of the study, an analysis of the state of problems in the management of IT projects and startups was carried out in order to form the most adequate tools for managing IT startups.

The results of the analysis were used to identify relevant approaches and existing problems in the implementation of startups and the formation of requirements for the application of a specific methodology in the management of IT startups. Such management models as linear, functional, matrix, divisional, as well as their varieties: linear-staff, functional-staff and others were considered. The strengths and weaknesses of each of the considered models were assessed, as well as the features of using different startup management structures.

As a result of the analysis, a matrix structure of the starter control was chosen. In the matrix model, it takes much less time to introduce innovations, and a startup has to work in conditions of high uncertainty. The results of the assessment are analyzed and recommendations are made for their use in managing an IT startup.

The research materials can be used by project managers when choosing an organizational structure, management model for a startup in the field of information technology.

References:

1. Harold Kerzner. Project Management: A Systems Approach to Planning, Scheduling, and Controlling. 12th ed. / Harold Kerzner. – New York: John Wiley & Sons Inc, 2017. – 848 p.
2. Model of primary pivots' prioritization in startups / O.A. Kozina, N.K. Stratiienko // Вісник НТУ "ХПІ". Серія : Системний аналіз, управління та інформаційні технології. – Харків : НТУ „ХПІ”. – 2017. – №28 (1250). – с.84-88. –Бібліогр.: 13 назв. – ISSN 2079- 0023.