

## **CREATING A BUSINESS PLAN FOR AN INTERNATIONAL STARTUP: A FOCUS ON ECOSYSTEM INTEGRATION**

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In the modern global economy, startups face both opportunities and challenges when expanding internationally. A well-crafted business plan is essential for navigating these complexities, particularly in the context of the entrepreneurial ecosystems in target markets.

Entrepreneurial ecosystems encompass a range of factors such as institutions, markets, culture, policies, and infrastructure that support innovation and new business formation in a specific area. According to Isenberg [1], the success of entrepreneurship is influenced by the surrounding environment. Therefore, entrepreneurs must understand and align their strategies with the characteristics of each ecosystem they enter when developing a business plan for an international startup. This includes adapting to local consumer behaviors and legal frameworks.

A business plan following this ecosystem-based approach should include detailed market and cultural analysis, identification of local partners, and a flexible operational strategy for cross-border adaptation. For example, startups in developing regions may focus on mobile solutions or microfinancing, while those in developed ecosystems prioritize intellectual property protection and innovation networks. Digital ecosystems like Amazon Web Services or Google Cloud can provide scalable infrastructure for international operations.

By utilizing ecosystem mapping tools, such as those developed by Stam [2], entrepreneurs can assess market strengths and weaknesses and tailor their business models accordingly. An ecosystem-informed strategy promotes resilience, adaptability, and stronger connections to local resources and communities. This approach suggests that successful international startups will rely on agile, ecosystem-aware business plans rooted in local realities yet globally scalable.

### **References:**

1. Isenberg, D. J. (2011). The entrepreneurship ecosystem strategy as a new paradigm for economic policy.
2. Stam, E. (2015). Entrepreneurial ecosystems and regional policy: A sympathetic critique. *European Planning Studies*, 23(9), 1759–1769.