Innovative and technological entrepreneurship in the context of sustainable development approaches

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Abstract. Today, the sustainable development agenda is relevant not only as a factor of investment attractiveness for business, but also for the state as a whole. In the current situation, of course, it is important to stay the course towards the goals of sustainable development, but taking into account our own economic, socio-economic and technological interests. Many components of ESG are based on solving technological problems. At the same time, technologies and tools to a certain extent have reached their limit and can no longer provide the necessary level to solve the problem. In this regard, the role and relevance of innovative projects are increasing daily. This article is devoted to an overview of current views on the innovative design approach, in particular start-ups, in the context of sustainable development approaches.

Keywords: entrepreneurship, ESG factors, innovations, startup

1 Introduction

The development of the latest technologies, including digital, and the corresponding infrastructure in accordance with the Low-Carbon Development Strategy until 2050 can be called a priority. Climate, new energy sources, environmental and nuclear engineering, industrialization and urban development, economic growth will also remain a priority. It is necessary to increase new production, bring existing enterprises to a new level of technology, thereby developing import substitution.

Despite the new regulations in the field of carbon regulation and waste management, in fact, at the enterprise level it is still difficult to implement cycling practices because of the stringent requirements and regulations for waste disposal (and economically expensive). At the regional and city level, the development of separate collection and recycling can be traced (although during the pandemic there was a slight setback due to stricter regulations). There is a feeling that there is no or minimal dialogue between lawmakers and regulators and business, government and society, and society and business for the development of circular economy.

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The task of the whole country by 2030 is to create conditions for a circular economy, the essence of which is not waste disposal, but the design and engineering of such systems in which there are no recycling problems.
In order to successfully manage the enterprise, it is necessary to engage not only in supporting current business processes, but also to invest resources in the creation of innovative projects.

2 Materials and Methods

The founders of innovative projects must have a number of leadership qualities, have stress tolerance and willingness to change, and manage the product development process appropriately:

- The company does not need to fund projects based on customer feedback (investment funds can reach hundreds of millions of euros).
- The company's productivity is high, and investments are repeated over a relatively short period of time (usually 3-5 years).

In the analysis provided by Russian venture capital companies, the terms "innovative project", "small innovative company" and "innovative project" are considered synonymous, and the following refer to innovative projects. There is a business plan that is justified and can be implemented in the near future. A fictitious system in which business processes, accounting and tax records are documented. Availability of all necessary registration documents, availability of infrastructure necessary to produce a product or provide a service, distribution of the first batch of a product or trial provision of a service. Innovative projects are in serious competition with large companies for a variety of reasons (see Figure 1).

Jason Fryde and David Heinemeier Hensson believe that the main reason why innovative projects are applied everywhere and then successfully developed is because of the slowness and slowness of large companies, which successfully use existing products instead of creating and developing them [1].

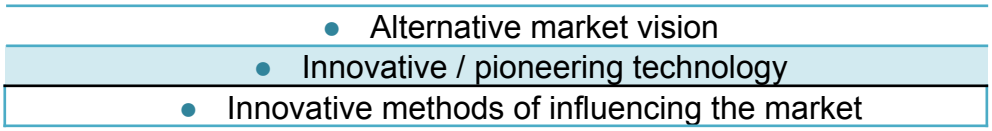

Fig. 1. Reasons for the success of innovative projects [2]

Regarding the search and generation of innovative ideas, we can refer to proven methodologies that are presented on the websites of major Russian gas pedals: interviewing / questionnaires / sample surveys / scenario testing, etc.

3 Results

According to Stephen Blank, the main condition for a good innovation project is the consumer, because this is what is needed to make a profit. After all, every company needs a solid customer to come in and bring in money. Thus, consumers who are prominent people with high positions and sophisticated business plans will benefit from innovative projects.

Stephen Blank's model captures customer growth and includes 4 points: customer identification. customer vetting expanding the customer base, building the company.

This pattern is not linear. First you have to make the object perfect, and then move on to the next. The work on each of the stages can be long and difficult, but it is necessary for success.

The development of each innovative project follows its own scheme, so different principles apply to each new company.

According to Stephen G. Blank, all innovative projects can be divided into four groups (Figure 2).

GROUPS OF INNOVATIVE PROJECTS
Create a product/project for an existing market
Creating a product/project for a new market
Creating a product/project in an existing market and trying to resegregate this market as a low-cost player
Create a product/project in an existing market and try to resegregate that market as a niche player

Fig. 2. The groups of innovative projects according to Stephen G. Blank's classification

Most innovation projects aimed at bringing a new product into an existing market and redistributing it follow a hybrid path. Two forms of redistribution of the existing market are typical: low-cost and specialized strategies. Low-cost redistribution is possible if it is available at low cost to customers in countries that prefer the right quality or performance. If an innovative project has the ability to sell a profitable product at a low price, we recommend introducing the product to an existing market. The reason for this is that existing companies usually ignore this unprofitable business and try to occupy more prestigious market segments.

The most popular of the innovative projects is the restructuring of existing markets, which is considered the most active type of market. As an economic example, reconnection strategies have the long-term nature of the product life cycle [3-6].

After we have defined the essence of an innovation project, let us consider the characteristics of innovation projects in the context of modern startups. Not all newly created companies are startups, and not necessarily.

According to Steve Blank, the search for a repeatable and scalable model should follow the scientific method approach, which is based on testable hypotheses, empirical testing of such hypotheses through experiments and analysis of results. This new scientific approach, also known as the "lean startup method," developed by Eric Ries, an entrepreneur in whom Steve Blank invested, helps entrepreneurs significantly reduce the initial risk of their startups. Overall, it reduces the risk of launching a new product by making it work for both startups and mature companies.

The development of an innovation project involves the steps shown in Figure 3.

STAGES OF INNOVATION PROJECT DEVELOPMENT
Stage 1 - Origin of idea
Stage 2 - Prototype
Stage 3 - Launch or use of the product
Stage 4 - Exit stage

Fig. 3. Stages of innovation project development

Advertisements can be placed on various forums and websites to highlight different mechanisms that can attract investors. Creating a business plan is important for financing the project. A startup business plan is seen as the implementation of an objective assessment on the part of the entrepreneurial activities of the organization and the implementation of an investment decision based on the needs of the market. It is characterized by a variety of business ventures, coming from the implementation of the analysis of problems and solutions [7-9].

4 Discussion

When evaluating a business idea, it is necessary to understand - the consumer needs a relevant product. Very often we encounter a situation where businesses seek to draw attention to the technical characteristics of products.

Let's pay attention to the acquisition of those elements to which the buyer pays attention. The core of the product should be the core, which includes the benefits it possesses. It is these that allow you to make and choose to purchase the product.

So, let's look at the three necessary elements of a product.

The startup business plan includes the following aspects: the process of justification of economic feasibility in the area of investment; description of practical actions in the area of investment implementation; application of primary documentation, which includes a patent, price list and other.

We can distinguish the main criteria for implementing an innovative project: payback period; discount income; estimate of internal rate of return; area of budgetary effect of the project.

It is worth noting that planning is an activity that is necessary to develop different ways that determine the state in the overall economic system and identifies ways to solve and achieve goals.

Therefore, to consider the business plan, it is necessary to be based on the concept of planning. In this case, let us distinguish the main forms of planning activities of the firm: the implementation of planning activities within the market, the implementation of planning within the firm.

Planning of the activities of the company leads to: the rapid implementation and clear coordination of the various efforts that apply the firm, persuading managers to the specific setting of goals and creating the necessary ways to achieve it, the definition of indicators in the organization, which are necessary in the implementation of the subsequent form of control, preparing the company for possible changes in the market and activity areas.

In this case, the business plan is seen as the compilation of an objective assessment in the field of entrepreneurial activity of the organization in accordance with the project and investment decisions. In this case, the accountant must consider in detail all the existing sections in the financial statements and financial calculations.

It is required to involve the process of control over the distribution of the business plan, since it contains confidential data on the planned business of the entrepreneur. It is also necessary to pay attention to the mandatory numbering of each copy.

It is worth identifying the optimal structure, which involves the division into seven sections.

The main features of the innovative project are as follows: the project is newly formed; commercial activities were not fully implemented; there is no information on the activities of the project history in the media; the area of organizational and financial development involves only the stage of formation; the project is presented by professional and topical

Internet resources and other media; besides the start-up capital, the project is based on the enthusiasm and ideas of the project creators.

At the same time, the main feature of an innovative project in Russia is the dependence of its development on some financial injections, as well as the presence of an investment perspective, confirmed by the benefits received from investors in connection with the development of the project.

5 Conclusion

Based on historical data [10-15], we can predict an increase in the salaries of those employed in R&D in both the public and commercial sectors. This is primarily due to an unprecedented wave of innovation: the development of artificial intelligence, the Internet of Things (IoT), cloud computing, big data, blockchain and analytics, aimed at improving efficiency in all sectors of the economy, including the service sector. Any digital solutions reduce the movement of people, traffic, and thereby improve environmental and safety. Such research, among other things, is not possible without basic research in all areas of science, and for the most part such research is funded by the public sector. The imposed sanctions packages stimulate business for "import substitution" and independent research and development. The increase in the volume of developments will also affect the structure of internal costs.

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