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## SCORING ASSESSMENT METHOD FOR STARTUPS PERFORMANCE

The study substantiates the importance of startups for the innovative development of the national economy and the practical implementation of the most promising ideas in widespread practice, as well as the need for continuous evaluation of the effectiveness of a startup at all stages of its life cycle as a key factor in its successful implementation. Traditional methods of project analysis are considered, as well as the shortcomings associated with their use to evaluate the effectiveness of startup projects. The requirements that the evaluation methodology must meet to obtain the most representative information on the results of the startup project implementation are formed, and the author's approach to analyzing startup projects based on the scoring assessment method is developed.

*Keywords:* startup, innovation, startup effectiveness, innovation, financial analysis of the project, scoring assessment.

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» [1, с.73].

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» [5, c.24].  
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» [3, c.28].  
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1.	( )	-	
1.1.	1	b1	c1
1.2.	2	b2	c2
1.3.	3	b3	c3
1.4.	4	b4	c4
1.5.	4	b5	c5
		0-10	K
2.	-		
2.1.	x1	y1	z1
2.2.	x2	y2	z2
2.3.	x3	y3	z3
2.4.	x4	y4	z4
2.5.	x5	y5	z5
		0-10	D

$$\begin{cases} U = (K \times a) + (D \times x) \rightarrow \max \\ \delta(b) \times \delta(y) \rightarrow \min \end{cases}, \tag{1}$$

K — ;  
 ( max = 10 ); D — (D max = 10); U — ;  
 d (b) d (y) —

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» [9].  
» [10, .49].  
[10].  
» [11, .50].



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[12]. «

» [12, .5].

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» [11, .51].

SWOT-

[11].

» (St, Wt)

« » (Ot, Tt)

[13; 14].

[15; 16].

[17-19],

[20; 21].

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» [20, .162].

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