MONOPOLIZED MARKET

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A monopoly is a market structure characterized by the presence of one seller and many buyers, the absence of relatives substitutes for a given product, the existence of barriers to entry of competitors on market. Accordingly, an enterprise in a monopoly is called a monopolist, and a market in which a monopolist operates is a monopoly market.

Under a pure monopoly, an industry consists of a single firm that is, the concepts of «enterprise» and «industry» become identical. For the pure monopolist's product is also a market demand curve, which always has a negative slope tangent. For a better understanding of the concept of a monopoly market, it would be advisable compare it with a perfectly competitive market.

Under monopoly consumers receive an overall smaller amount of the product, and pay more for each unit of the good than in a perfect market competition. Part of the consumer's surplus goes to the monopolist, and part irretrievably lost. The monopolist maximizes profit by producing as many products as at which marginal revenue equals marginal cost. With a monopoly, there is no functional relationship between output and price, and therefore it is impossible to construct a monopoly firm's supply curve.

The conditions for the establishment and retention of monopoly powers are barriers to the entry of competitors into the industry, that is, the restrictions that prevent the emergence additional sellers in a monopoly market. For example: Exclusive rights to produce certain products or provide services received from the state through a license. Patents and copyrights providing legal protection innovative products from unauthorized use by competitors. Economies of scale in production, which is a characteristic phenomenon for certain industries. The need for large start-up capital and other.

Market monopolization can be achieved by the expansion of the company due to the capitalization of profits, the bankruptcy of competitors, their absorption until the company achieves complete dominance in the industry. The monopolist tries to set the highest price. But an increase in price translates into a decrease in sales volumes. Therefore, the goal of the monopolist is not to increase the price, but the profit.

The greater the difference between the selling price of a product and the average cost of producing a unit of output, the greater the profit the monopolist receives. However, this statement is true only in relation to a unit of production, and the monopolist sets the goal – to maximize the total profit.

To sum up, monopoly position in the market always guarantees break-even activity. But there are situations when the demand for a certain product falls sharply and the average cost demand curve and the demand curve are lower than the average cost curve, having no points in common with it.

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PROBLEMS OF FINANCING STARTUPS: UKRAINIAN EXPERIENCE

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Startups have been identified as significant drivers of economic growth and job creation, particularly in developing countries like Ukraine. However, despite their potential, many startups face significant challenges when it comes to financing. In this paper, we will explore the problems of financing startups in Ukraine. We will begin by providing a brief overview of the Ukrainian startup ecosystem and the financing options available. We will then discuss the challenges startups face when seeking financing, including limited access to funding, high interest rates, and a lack of investor interest. Finally, we will provide some recommendations on how these challenges can be addressed.

The Ukrainian startup ecosystem is relatively young but has been growing rapidly in recent years. According to a report by the European Startup Initiative, Ukraine is home to over 2,000 startups, with most of them located in the country's major cities such as Kyiv, Lviv, and Kharkiv. The Ukrainian startup ecosystem is diverse and covers a range of sectors, including IT, biotech, e-commerce, and fintech.

There are several financing options available to startups in Ukraine. These include:

1. Venture Capital: Venture capital firms provide funding to startups in exchange for equity. However, venture capital firms in Ukraine are relatively scarce and often prefer to invest in later-stage startups.