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**GRANT PROJECTS, SUMMER SCHOOLS, STARTUPS
AS NEW INFORMATION CREATIVE FORMS OF SUPPORT
EDUCATION AND CULTURE**

У статті аналізуються грантові проекти, літні школи, стартапи як нові творчі форми інформаційної підтримки освіти та культури. Розглядаються їх взаємозв'язки, сприяння втіленню новітніх ідей, ефективних засобів отримання інформації і знань, оптимізації мінливого бізнес-середовища.

Ключові слова: грантові проекти, літні школи, стартапи, освіта, культура, інформаційна підтримка, інформаційна сфера діяльності, бізнес.

В статье анализируются грантовые проекты, летние школы, стартапы как новые творческие формы информационной поддержки образования и культуры. Рассматриваются их взаимосвязи, содействие воплощению новых идей, эффективных средств получения информации и знаний, оптимизации меняющейся бизнес-среды.

Ключевые слова: грантовые проекты, летние школы, стартапы, образование, культура, информационная поддержка, информационная сфера деятельности, бизнес.

This article analyzes the grant projects, summer schools, startups as new creative forms of information support of education and culture. Consider their relationships, promote the latest ideas and effective means of obtaining information and knowledge, optimizing the changing business environment.

Keywords: grant projects, summer schools, startups, education, culture, information support, information sphere, business.

Relevance of grant projects, summer schools, startups is that they contribute to the implementation of new ideas, unusual but effective means of obtaining information and knowledge, optimizing the changing business environment.

Grant projects – a description of the development and implementation of their own unique products, ideas and services for fundraising and other assistance from donors. Thus, grantors hope that the project can then make profitable, or it will be at their own expense. From providing educational and informational projects more likely extension of partnerships, attracting large audiences of consumer information.

Examples of topics grant projects in the areas of education and culture:

1. Projects in the field of performing and visual arts.
2. The literary projects of cinema, photography, video projects.
3. Projects that provide for the creation of art exhibitions (painting, sculpture, photography, artifacts caricature).
4. Publishing of books, including fiction, art albums, textbooks, translated into other languages.
5. Educational projects, individual lectures, workshops, seminars, round tables with participation of domestic and / or foreign scientists, teachers, trainers, coaches, experts and other leading experts.
6. Projects of certain areas of information and library facilities.
7. Projects of certain activities of archival institutions.
8. Projects of certain activities of publishers.
9. Projects of certain areas of the media.
10. Projects of certain areas of information and analytical services.
11. Projects of certain activities of educational institutions.
12. Projects support educational and creative activities of individuals.

All grant projects primarily include the information component – educational institution, cultural institution or individual reports on their creativity and the expected synergistic effect which must receive final consumer, the very institution and its partners (sponsors) and Society generally in the case of a successful project.

Information is also the main component (after costs) in the project. Its structure is related to the following areas of work:

- 1) selection of professionals (advertising, competition);
- 2) involvement of volunteers;
- 3) alert potential users;
- 4) individual planning stages;
- 5) drafting the current document.

Technological features:

- 1) the use of computer hardware and software;
- 2) creation (use) the Internet sites;
- 3) construction of web-pages in social networks, in the appropriate forums, portals and more.

Grant support such innovative educational and information projects as «Summer School».

Summer School – a project designed to provide information and educational services in varying degrees to simulate professional or scientific community, and attract talented students to research.

Examples of subjects summer schools:

1. Summer school for students of science and medical specialties.
2. Learn from Google.
3. Free School of Journalism.
4. Creative improvisation summer school dedicated to the awakening of creativity.
5. Summer school of psychology.
6. Leadership Ethics in public life.
7. School art therapy.
8. Achievements and Applications of Contemporary Informatics, Mathematics and Physics.

Summer school is an alternative to various courses provide an opportunity to get acquainted with the basic knowledge of a particular academic or professional field, promote the development of existing knowledge, socialization, teamwork, communication skills added, but

cannot serve as a substitute for full training. Their main function - supporting information. Time – summer holidays and during vacations.

Summer School as a startup be interested donors. Startup - is another creative form of information support of education and culture, which pleased fund sponsors and investors. Startup (from the English. Start-up – start) – an online project or a young company, mobile enterprise, built on the idea of an innovative and promising product.

Online education – a major trend in the global market start-ups (53%).

Examples of successful local educational startups:

1. Highbrow – service email-mailing educational video courses. Each lasts exactly 10 days and consists of a five-minute episodes that come in the mail every morning to registered users.

2. Inclusive education for children with special educational needs in Zaporizhia Oblast startup Inclusive Education for Children with Special educational needs ([http:// www.pedrada.com.ua/news/201-inkluzivna-osvita-dlja-ditejj-z-osoblivimi-osvitnimi-potrebami-v-zaporizkijj-oblasti-startap](http://www.pedrada.com.ua/news/201-inkluzivna-osvita-dlja-ditejj-z-osoblivimi-osvitnimi-potrebami-v-zaporizkijj-oblasti-startap))

3. Preply – Ukrainian service of local search and online tutors. It helps in a few clicks to find a suitable teacher or to place a request for search specialist foreign language for hobbies, school programs and even business.

4. Coursmos – another educational startup that develops and offers a platform for small online courses. One video lesson lasts no more than three minutes, and the course can include up to seven lectures. Video tutorials can write and publish on portal users themselves. Most courses are free.

5. CourseYard – educational project for students and teachers electronically training focused on schools, libraries and publishers. Provides online interaction and provides educational games, virtual experiments, training, collaboration, and more. May include PDF, EPUB and other formats as the main material for courses. CourseYard – is the creation, planning and monitoring of the learning process.

In addition to Grant, the initial support startup incubators (accelerators). These challenges and opportunities:

1. Education startups. At various workshops explaining how to create a presentation to prepare for work with investors.

2. Provide mentor teams. For a group of fixed startup specialist who is the most competent in the project. In addition, some accelerators offer advice accountants, lawyers and marketers.

3. Provision of infrastructure. Most startup incubators give his players a place to work (something like co working).

4. Participants go abroad. Often, a startup team, or at least one it's sent to learn from abroad: Europe, USA and others.

5. Accelerators invest. Not all, but some accelerators provide seed capital to projects or involve the cooperation of business angels (people who invest in startups without requiring benefits).

6. Startups participating in special events. This is an important component of which team gets new business card, communicates with experts of the industry (<http://studway.com.ua/startap-inkubator/>).

Famous Ukrainian universities startup incubators:

- Polyteco – a startup incubator based at OU "KPI". Works mainly with projects students (but not only) in the field of IT (<http://www.polyteco.kpi.ua/>).

- Start-up Business Incubator KNU – a youth business platform, which is based on Taras Shevchenko National University of Kyiv, brings together young scientists and students to solve applied problems through the implementation of innovative business start-up projects (<https://scp.univ.kiev.ua/ua/sbi>)

According to the above draw conclusions regarding the prospects of new creative forms of information support of education and culture.

1. The development of grant projects, programs, summer schools, startups implies a current, relevant topics and needs created by innovative technology content.

2. Financing and receive other material resources for projects at the expense of sponsors, investors, partners and sponsors. The authors and organizers resorted to recruiting volunteers.

3. The impact of grant projects, programs, summer schools, startups is the continuation of projects and after disconnecting from donor funding. So the project has run into self-financing, bring significant economic benefits:

- Consumer – (knowledge (information) → money, professional recognition);

- For members (individual authors, universities, partners, sponsors, investors) – (money, ideas, knowledge (information) → recognition → significant dividends);

- Society – the development of information, education and cultural areas.