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INVESTMENT AND INNOVATION PLATFORMS IN THE REGIONAL DEVELOPMENT BUSINESS ANALYTICS SYSTEM

ІНВЕСТИЦІЙНО-ІННОВАЦІЙНІ ПЛАТФОРМИ В СИСТЕМІ БІЗНЕС-АНАЛІТИКИ РЕГІОНАЛЬНОГО РОЗВИТКУ

Анотація: *Стаття присвячена дослідженню ролі інвестиційно-інноваційних платформ як ключового інструменту бізнес-аналітики для регіонального розвитку. Метою роботи є обґрунтування їх функцій у подоланні фрагментації та створенні єдиної екосистеми для бізнесу, влади, науковців та інвесторів. Дослідження показує, що такі платформи функціонують як «єдине вікно» та «цифровий хаб», що об'єднує джерела фінансування, інфраструктуру та цифрові інструменти. На прикладах Дія.Бізнес, Start-Up доведено, що платформи є основою для модернізації підприємств та економічної стійкості в умовах повоєнного відновлення.*

Abstract: *The article is dedicated to researching the role of investment and innovation platforms as a key business analytics tool for regional development. The purpose of the work is to substantiate their functions in overcoming fragmentation and creating a unified ecosystem for business, government, researchers, and investors. The research shows that such platforms function as a «single window» and a «digital hub», uniting funding sources, infrastructure, and digital tools. Key advantages are analyzed: stimulating technology transfer, increasing SME productivity, reducing risks for investors, and providing the government with real data for policy shaping. Using the examples of Diia.Business, Start-Up Nation Central, it is proven that platforms are the basis for the modernization of existing enterprises and economic stability in post-war recovery. It should be emphasized that such a platform is not limited to fostering the creation of new high-tech startups. Equally, if not more, significant is its contribution to the modernization of existing small and medium-sized enterprises,* *which constitute the foundation of the regional economy. Through this unified platform, everyday entrepreneurs - for instance, in the manufacturing or service sectors - can obtain genuine, practical access to digital technologies rather than merely theoretical knowledge. They can implement cloud services, CRM systems, big data analytics, or even artificial intelligence, all of which directly enhance productivity. This digital integration is also crucial for expanding into international markets, as the platform equips small and medium-sized enterprises with ready-to-use tools for e-commerce and digital marketing. Moreover, within the current Ukrainian context, such a platform represents a cornerstone of regional economic.*

Keywords: *investment and innovation platforms, regional development, business analytics, digital hub, ecosystem, small and medium-sized enterprises (SMEs), technology transfer, smart specialization, innovation policy*

Ключові слова: *інвестиційні та інноваційні платформи, регіональний розвиток, бізнес-аналітика, цифровий хаб, екосистема, малі та середні підприємства (МСП), трансфер технологій, розумна спеціалізація, інноваційна політика*

Formulation of the problem. For effective regional development, ad hoc assistance to entrepreneurs or the creation of isolated technology parks is no longer sufficient. There is a problem of «chaos and fragmentation» in innovation processes. Often, a scientist with a ready development does not know how to «sell» it to business, and an entrepreneur with an idea gets lost searching for funding. There is no unified system that overcomes these barriers and unites key players: businesses (especially SMEs), government, university researchers, and investors. There is also a lack of effective tools for «matchmaking» and transparent data for shaping innovation policy «not blindly.»

Analysis of recent research and publications. An analysis of recent research and practices shows that successful examples of innovation hubs already exist in Ukraine, such as the UNIT.City innovation parks in Kyiv, LvivTech.City and Lviv IT Cluster in Lviv, and Ecopolis HTZ in Kharkiv. The «Diia.Business» portal also operates, aggregating state support programs and consultations. However, despite the existence of these powerful centers, they often operate in a fragmented manner. The problem of creating a unified digital and organizational infrastructure that would systematically unite all regional resources, initiatives, and participants into a single, transparent mechanism remains insufficiently resolved.

The purpose of the work. The purpose of the work is to research and substantiate the key role of investment and innovation platforms as a unified systemic infrastructure in the business analytics of regional development. The objective is to define their main functions, benefits for key participants (SMEs, government, investors, science), and their significance for forming a sustainable, competitive innovation ecosystem in Ukraine.

Results. For regions to really start developing, it is no longer enough to simply provide ad hoc assistance to individual entrepreneurs or create yet another technology park. A unified system is needed to bring all this together, and investment and innovation platforms should become just such a system. This can be imagined as a large digital hub or ecosystem where everyone needed to create something new finally comes together: businesses (especially small and medium-sized ones), government, university researchers, and investors.

The main idea is to remove barriers. It often happens that a scientist has a cool development, but does not know how to «sell» it to business. Or an entrepreneur has an idea, but gets lost in the search for funding, not knowing about all the grants, benefits, or funds available. This platform solves this problem by becoming a single «window» for both money and ideas.

How does it work? First, it brings together all possible sources of funding in one place: government programs, private capital from venture funds or business angels, and even tools such as crowdfunding. Entrepreneurs no longer need to knock on twenty different doors - they can see all the opportunities at once.

Second, it is not just a website, but digital access to real infrastructure. The platform helps small businesses get advice (for example, on how to protect intellectual property or enter foreign markets), provides access to modern digital tools (cloud services, data analytics), and combines it with the capabilities of clusters or business incubators.

Most importantly, the platform acts as a bridge between science and business. It helps turn scientific research into real products that can be sold. This is the very technology transfer that everyone talks about. At the same time, it helps businesses find new markets, including international ones.

But none of this will work without people. That is why such a platform is also a center for learning and communication. It organizes training sessions, accelerators for startups, and competitions where innovators can learn, find partners, and build that very «culture of innovation».

It is worth adding that the key feature of such a platform is precisely the overcoming of chaos and fragmentation. It does not just bring everyone together in one place, but creates synergy where 1+1 equals 3. For example, the state acts not only as a controller or sponsor, but also as an intelligent customer. Through this platform, it can place government orders for innovative solutions, giving businesses a guaranteed first market for new, risky products.

It is also a direct path to increasing the productivity of small and medium-sized enterprises. With easy access to digital technologies (such asbig data analytics or cloud solutions) and experts, businesses begin to operate more efficiently. This is particularly important for the development of, for example, green technologies or the modernization of industry in the post-war period [3].

And, of course, it is a window to the world. The platform not only helps to find money or technology within the country, but also brings local innovators to international programs such as Horizon Europe and helps them «package» their product for the global market through licensing or franchising. In other words, it is a tool for integrating the region into the global knowledge economy.

In addition, an extremely important function of such a platform is to reduce risks, especially for private investors. When innovative projects are gathered in one place, undergo a certain examination, acceleration, or simply have a standardized description within the platform, it is much easier for investors to analyze them. , this increases transparency and trust in the entire regional innovation environment, because by creating such a platform, the state can partially insure these risks or provide guarantees.

It is also not just a passive «bulletin board.» The most effective platforms work as an active «matchmaking» tool. They do not wait for an entrepreneur to find an investor, but use algorithms to actively offer a startup the fund that specializes in its industry. Or they connect a company that has a technological problem with a specific university research laboratory that is capable of solving it. This dramatically speeds up all processes and is a direct solution to the problem of «fragmented information flows.»

And one more thing: the platform becomes an invaluable source of real data for the government itself. By analyzing which projects are submitted, what consultations are lacking, and where the greatest demand for funding is, the government can shape its innovation policy not «blindly,» but based on clear data. This allows them to implement effective key performance indicators (KPIs) for the entire innovation infrastructure and see what really works and what does not.

When it comes to real-life examples, although there are few ideal systems that combine absolutely everything, there are those that successfully implement key functions:

1. Start-Up Nation Central (Israel): This is perhaps one of the most striking examples. It is not a government organization, but a public organization that acts as a national platform. It connects international companies, governments, and investors with the entire Israeli technology ecosystem. It provides a comprehensive database of startups, investors, and technologies, organizes events, and is essentially a «one-stop shop» for anyone who wants to interact with innovative Israel.

2. EIC Marketplace (European Union): This is part of the larger European Innovation Council program. It works as a platform connecting innovators (startups and SMEs) that have already received EU funding with private investors, large corporations, and public customers. In other words, it helps projects take the next step-from grant to market.

3. Дія.Бізнес (Ukraine): this is our closest example mentioned in the text. Although it started as a consulting portal, it is increasingly

taking on the characteristics of a full-fledged platform. It aggregates government support programs, provides access to free consultations, educational programs, and a marketplace of services for businesses. This is an attempt to create a single «entry point» for entrepreneurs, where they can find both knowledge and support.

It is worth adding that such a platform is not only about creating new high-tech startups. Perhaps even more important is its role in modernizing existing small and medium-sized businesses, which form the backbone of the region's economy. It is through such a single platform that ordinary entrepreneurs (for example, in manufacturing or services) can gain real, rather than just theoretical, access to digital technologies. They can integrate cloud services, CRM systems, big data analytics tools, or even artificial intelligence, which directly leads to increased productivity. This is also critical for entering international markets, as the platform provides small and medium-sized businesses with ready-made tools for digital commerce and marketing.

Furthermore, in the current Ukrainian context, such a platform is a key element of the region's economic stability and adaptability. Experience has shown that it is digitalization that has enabled many small and medium-sized enterprises to survive the crisis by quickly switching to remote work or launching online sales. In this sense, the platform is a «soft» hub that relies on «hard» infrastructure (such as 5G or broadband Internet) and provides businesses with tools for survival and rapid restructuring. This makes it absolutely essential for post-war recovery.

Another important nuance is that the platform allows the region not only to stimulate growth, but also to manage its quality. For example, if sustainable development is a priority, the platform becomes an ideal tool for promoting «green» innovations. It can be used to provide targeted support, advice, and access to technologies in the areas of energy efficiency, environmental safety, and closed production cycles. In this way, it helps the region develop not chaotically, but in line with current global trends.

Another critically important point is that such a platform becomes a living environment for collaboration, not just a catalog. It breaks down traditional «walls» not only between business and science, but also between entrepreneurs themselves. This creates a «co-opetition» effect, where companies that are competitors in the market can become partners in large innovative projects that they would not be able to achieve on their own.

It is also a direct bridge to the labor and education markets. The platform becomes an indicator for universities, showing what specialists and competencies are currently needed by businesses. This allows for quick adjustments to educational programs. And for students, it is a place where they can find real projects for internships, join startups, and see career paths in their region, which helps combat the «brain drain.»

Its role in demystifying intellectual property is no less important. For small businesses, patents and licenses are often too complex and expensive. The platform can offer a «single window» for consultations, assistance in registering rights, evaluating the value of intangible assets, and even become a platform for trading licenses. This turns ideas into real assets that can be monetized.

And, of course, all this is based on trust. For the platform to work, it must be managed transparently, most often in the form of a public-private partnership, where the government, business associations, and universities all have a say. This ensures that it works for the benefit of the entire regional ecosystem, rather than for any particular interests.

Developing this idea further, it is worth emphasizing that such a platform is not just a tool, but a nurturing environment that changes the very «chemistry» of the regional economy. It is not just a digital catalog, but a space where the «smart specialization» of the region is actively formed. In other words, the platform helps to focus all efforts-financial, scientific, and human-on the unique strengths of the region, whether it be agricultural technology or industrial high-tech. This allows resources to be concentrated and used to create world-class clusters [5].

At the same time, the platform works in two directions: it not only helps local companies enter global markets, but also serves as a «landing pad» for foreign investment and talent. For an international investor considering the region, such a platform is a single point of entry that instantly demonstrates the entire innovation landscape, potential partners, available resources, and transparent «rules of the game.» This makes the region understandable and attractive to the outside world.

In the context of Ukraine, such digital infrastructure is of strategic importance for the sustainability and flexibility of the economy. It is a tool for decentralized recovery. If traditional industrial centers have suffered, it is precisely this flexible digital ecosystem that allows for the rapid reconfiguration of supply chains, support for relocated businesses, and the emergence of new centers of economic activity, even in small towns.

And this brings us to the social dimension. The platform is a powerful tool for inclusiveness. It levels the playing field for an innovator from a small village and an entrepreneur from a regional center. It provides real access to capital and expertise to those who were previously cut off from them, such as veterans with business ideas or internally displaced persons, helping them integrate and become new growth points.

Finally, it creates unique feedback for the authorities. Managers see not just statistics, but a live map of economic activity: which support tools (grants, benefits) have really worked, and which are simply «hanging» dead weight; which specialists are critically lacking. This allows for instant adjustments to regional policy, based not on assumptions or outdated reports, but on real-time evidence.

Of course, it is also important to understand that such a platform is not just a set of services, but a fundamental catalyst for changing mindsets in the region. It helps to transition from a traditional industrial or raw materials-based economic model to an entrepreneurial, innovative one. When success stories are gathered in one place, when it becomes «normal» to try, take risks, and even make mistakes (after all, the platform provides tools for analyzing mistakes and making a new start), it creates the very innovative culture that is often talked about but difficult to «plant» through administrative methods. The platform does this organically.

A powerful network effect comes into play here: the value of the platform grows exponentially with each new participant. When a new investor comes in, it makes the platform more attractive to dozens of startups. When a new startup registers, it attracts new service providers (lawyers, marketers). The more participants there are on the platform, the more data there is for analysis, the more accurate the matchmaking, and the higher the overall trust in the ecosystem. It begins to take on a life of its own and reinforce itself, creating a self-sustaining vortex of innovative activity.

And it perfectly connects «soft» and «hard» infrastructure. Without such a platform, a new technology park is just walls, and a laboratory at university is just expensive equipment. The platform acts as the «nervous system» of the region, making all this physical infrastructure «smart.» It instantly connects business needs with a free machine in a technology park or a unique device in a scientific institution, ensuring maximum efficiency in the use of existing resources.

Thus, an investment and innovation platform is not just another tool, but a foundation that connects finance, infrastructure, technology, and people into a single living organism. It is this comprehensive approach that gives the region a real basis for growth based not only on resources, but also on knowledge and innovation.

Another important addition to this section is the role of the platform as a catalyst for institutional change. It changes approaches to regional economic management by allowing the integration of strategies at different levels: from local authorities to national innovation support programs. Through the platform, new business incentive mechanisms can be tested, such as tax or financial preference systems for start-ups, and their effectiveness can be quickly assessed in real time. This makes it possible to formulate policies that are focused on results rather than reporting.

In addition, the platform stimulates interregional cooperation. It enables small towns and peripheral regions to integrate into broader innovation economy chains, participate in joint projects, and access resources that were previously only available to large centers. This contributes to more balanced development of the country and reduces economic disparities between regions.

The social aspect of the transformation is no less important. The platform creates new jobs not only through the launch of startups, but also through the formation of an ecosystem of supporting services: educational programs, advisory centers, engineering bureaus, and marketing agencies. This forms a multidisciplinary community where different specialists learn from each other, raising the overall level of competence and innovative culture in the region.

The platform's role in developing the region's digital independence and technological sovereignty should be noted separately. It provides access to modern technologies and digital services, allowing enterprises to quickly adapt to global changes and not depend on external solution providers. Thus, the platform not only stimulates economic growth but also increases the regional economy's resilience to external shocks.

As a result, the investment and innovation platform acts as a comprehensive mechanism that brings together financial, technological, human, and institutional resources, transforming the region into a competitive, dynamic, and sustainable economic system. It forms the basis for strategic development, where knowledge and innovation become key drivers of economic growth and social stability.

Additionally, it is worth emphasizing the role of the platform in shaping the region's long-term innovation ecosystem. It not only addresses the current needs of business and science but also shapes a culture of systems thinking, where innovation becomes part of strategic development. This means that even after the completion of a specific project or support program, the enterprise or scientific group remains integrated into the network of partnerships, and access to knowledge and resources is not lost but only expanded.

It is also important to note that the platform is a tool for transparent and evidence-based management of innovative development. It allows real- time monitoring of investment effectiveness, the impact of specific programs on business productivity and innovative activity, and the adaptation of support strategies to changes in the external environment. This makes the region more flexible, allowing it to respond quickly to crises and direct resources where they will have the greatest impact.

In addition to the economic effect, the platform promotes social mobility and human capital development. It provides opportunities for training, internships, mentoring, and career guidance, allowing young professionals and business veterans to realize their potential while retaining talent in the region. This creates a sustainable community of innovators and entrepreneurs capable of self-empowerment and transformation of the local economy.

Special attention should be paid to the international dimension of the platform. It not only helps local innovators integrate into global value chains, but also increases the region's visibility on the global innovation map. This attracts international investors, partners, and talent, creating a multicultural innovation community that stimulates the exchange of knowledge and best practices.

Thus, the investment and innovation platform is not just a tool for supporting individual projects, but a strategic core for the region's development. It combines economic, social, and institutional dimensions, creating an environment where knowledge, technology, and investment work synergistically to ensure the long-term competitiveness and sustainability of the regional economy.

Additionally, it is worth emphasizing that the investment and innovation platform plays a key role in the digital transformation of the region. It creates conditions for the introduction of advanced technologies into business processes and public administration, ensuring the integration of smart solutions into the fields of logistics, manufacturing, energy, and services. This not only increases the efficiency of existing enterprises, but also attracts new business models focused on automation, analytics, and innovative development.

It is worth emphasizing the role of the platform in forming an open innovation ecosystem, where knowledge and experience circulate among all participants without bureaucratic barriers. This approach stimulates cross- sectoral projects, where joint solutions are created through the interaction of science, business, and public organizations. This contributes to the emergence of new products and services that meet the current needs of society and the market [4].

Another aspect is the role of the platform in ensuring the financial stability of innovative projects. It not only aggregates funding sources but also provides risk management tools, creating a transparent system for assessing the investment attractiveness of projects. This increases investor confidence and stimulates the development of venture capital at the local level.

In addition, the platform is an important tool for strategic planning of regional development. Analysis of data collected on the platform allows identifying key areas of innovative specialization in the region, forecasting the need for technological competencies, and adjusting educational programs. This ensures effective communication between education, science, and the economy, training personnel for future challenges.

From a social perspective, the platform promotes inclusiveness and equal opportunities. It provides access to resources and knowledge to groups that were previously excluded from the innovation process, including young people, women entrepreneurs, internally displaced persons , and small businesses in peripheral areas. This creates a more sustainable and self- reinforcing socio-economic structure.

Thus, the investment and innovation platform is a multidimensional mechanism that ensures synergy between financial, technological, educational, and social resources. It not only promotes productivity and competitiveness but also shapes the long-term sustainability, adaptability, and strategic focus of the region's development.

Another important addition is the platform's role in shaping an innovative culture at the regional level. It creates an environment where entrepreneurs, scientists, and community organizations learn to collaborate, exchange knowledge, and adapt quickly to change. Regular events, hackathons, workshops, and innovation competitions shape new social habits: openness to ideas, willingness to take risks, and quick testing of solutions. This allows for a change in the mentality of the regional business environment, gradually moving from a traditional resource-oriented approach to knowledge- and technology-based thinking.

It is also worth noting that the platform is an effective tool for creating a cumulative effect. Each successful startup or innovative project creates reputational and resource capital for subsequent participants. This forms a self-reinforcing cycle of innovative growth, where the success of one drives the development of others, increases investor confidence, and stimulates new partnerships.

In addition, the platform promotes the integration of the region into global innovation networks. It allows establishing direct contact with international corporations, venture capital funds, and educational institutions, which increases the visibility of the region and opens access to advanced technologies, international grants, and new markets. This significantly strengthens the competitiveness of local businesses and makes the region attractive for foreign investment.

Another important aspect is ensuring the sustainability of the platform through public-private partnerships. This format allows for combining strategic support from the state, financial activity from the private sector, and flexibility from public initiatives. This creates a balance of interests, guarantees transparency of processes, and ensures the long-term stability of the platform's functioning.

Finally, the platform serves as a tool for forecasting and managing regional development. Analytical modules allow to identify weaknesses in the innovation ecosystem, evaluate the effectiveness of funding, and determine key areas for the development of technology and human capital. This makes the management process dynamic, evidence-based, and results- oriented, which significantly increases the effectiveness of regional policy and creates the basis for sustainable economic growth.

Thus, the investment and innovation platform functions as a comprehensive mechanism that combines economic, social, educational, and technological dimensions, shaping the region as a dynamic, sustainable, and competitive system.

The modern approach to the development of an innovative economy involves the formation of regional investment and innovation platforms that combine local resources, entrepreneurial initiatives, scientific potential, and state support. Such platforms become the core of the regional innovation infrastructure, contributing to the creation of conditions for the development of small and medium-sized enterprises, attracting investment, and commercializing the results of scientific research. In practice, this means a transition from fragmented projects to a systematic format of cooperation, where all participants in the innovation process operate in a unified digital and organizational environment.

Table 1

Territorial differentiation in the development of innovative entrepreneurial activity

Region	Main areas of innovation	Innovative infrastructure
Lviv	IT, education, energy efficiency, green technologies	Lviv IT Cluster, LvivTech.City innovation park
Kharkiv	Engineering, aerospace, IT	Kharkiv IT Cluster, Ecopolis HTZ business park
Dnipropetrovsk	Industry, materials science, industrial technologies	Innovation Forpost Industrial Park

Compiled by the author based on data from [1, 2]

There are already successful examples of innovative approaches to the development of entrepreneurial activity in Ukraine. In particular, the UNIT.City innovation park in Kyiv, LvivTech.City and Lviv IT Cluster in Lviv, Ecopolis HTZ and Kharkiv IT Cluster in Kharkiv, as well as the Innovation Forpost industrial park in Dnipro are powerful centers for the integration of business, science, and government.

These centers create favorable conditions for the development of startups, the implementation of technological solutions, and the attraction of investment in regional innovation ecosystems. Thanks to their activities, a modern model of regional economic development is being formed, based on digitalization, innovation, and cross-sectoral partnership.

Regional state administrations and local self-government bodies play a special role in the formation of regional innovation platforms, ensuring coordination between the business sector and state funding programs. Their participation in European initiatives such as Horizon Europe, Interreg Europe, and COSME allows them to attract international technical assistance and investment to regional innovation projects. This, in turn, contributes to reducing territorial disparities in business development and creating network structures for cooperation between regions.

An important task is the development of digital regional platforms that provide entrepreneurs with access to grant programs, consultations, technological developments, and databases of potential partners. They simplify communication between participants in the innovation ecosystem and contribute to increasing the transparency and efficiency of investment processes. Such solutions are especially important for small towns and rural areas, where there is no developed innovation infrastructure, but there is entrepreneurial potential and resources for technological renewal.

Therefore, the creation of regional investment and innovation platforms is a key direction for ensuring the balanced territorial development of Ukraine. They form the basis of an innovation-oriented regional economy, promote integration into the European scientific and technological space, and ensure the transition to a model of sustainable growth, where entrepreneurship, knowledge, and partnership are the main drivers.

Innovative factors for stimulating entrepreneurship at the regional level are based on a combination of financial, institutional, digital, and organizational mechanisms for business support, operating within a unified regional innovation policy. The development of mechanisms to involve the entrepreneurial sector in the implementation of innovative projects, the formation of effective investment and innovation platforms, and the strengthening of the role of small and medium-sized businesses in the dissemination of technological innovations ensure the transition to a new model of regional growth. The key elements of this model are regional smart specialization strategies, cross-sectoral clusters, digital ecosystems, and local innovation support centers. Their interaction creates a favorable environment for the development of entrepreneurship, increasing the competitiveness of regions, and integrating Ukraine into the European innovation space.

Thus, the innovative transformation of the regional economy is becoming a strategic direction for ensuring the sustainable, technology- oriented development of the state.

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