
To the question of the feasibility study development of innovative products with small businesses (Example of an integrated navigation device)

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The article shows methodical approach to the feasibility study of the project on development of innovative product by an example of the integrated navigation device designed to provide information support for decision-making in establishing the causes of accidents (speeding, driving on the opposite lane, etc). The use of a so-called satellite bindings and mobile carriers, the operational services will significantly improve the safety and efficiency of transport. The management of the transport company, dispatch traffic police, Ministry of Emergency Situations will have an opportunity in real time to obtain information on the accident, terrorist attack, theft or burglary of a vehicle.

Key words: *practice of small business, project justification.*

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