

Digital technologies for the development of entrepreneurship and startups

Piatnychuk Iryna

Supported by



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European Union





Iryna Piatnychuk

Scientific degree - Candidate of Economic Sciences,

Academic title - associate professor,

Position - head of the Department of Management and Business Administration, guarantor of the educational program "Public Management and Administration" (educational level bachelor), coordinator and manager of the New Generation Managers School.

REGINNA^{4.0}

Digital technologies for the development of entrepreneurship and startups

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www.reginna4-0.eu

Questions:

- ✓ Digital technologies for the development of entrepreneurship and startups
- ✓ Search resources for data analysis
- ✓ Google Public Data Explorer
- ✓ Google Trends
- ✓ Google Market Finder
- ✓ Google Sites
- ✓ Google Analytics
- ✓ Platforms and services for running projects (startups)

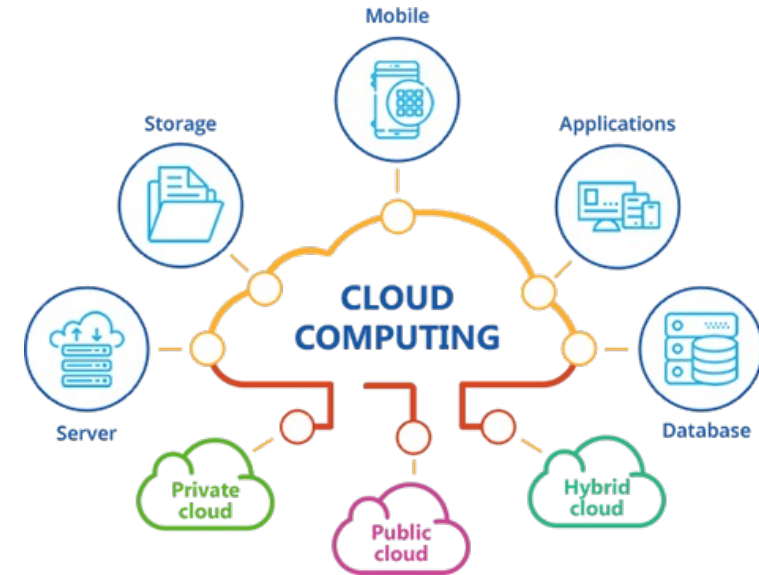


Digital technologies for the development of entrepreneurship and startups

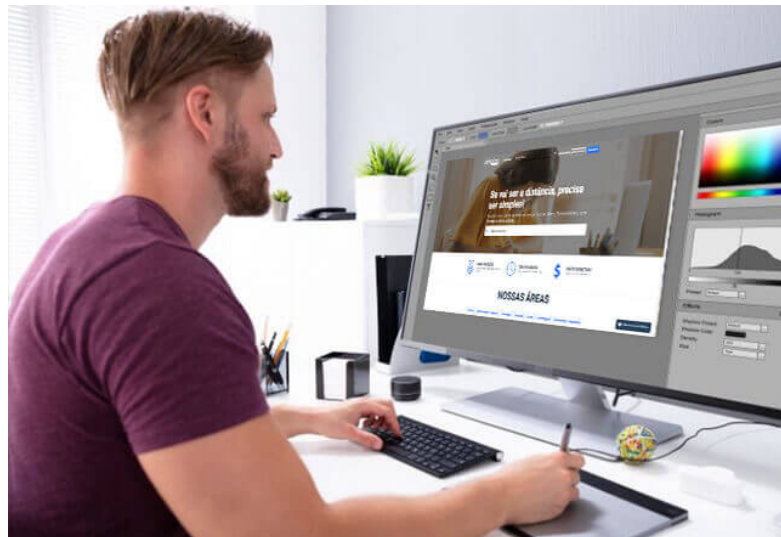
How technology has helped in the development of entrepreneurship?



Coworking spaces



Cloud-based services

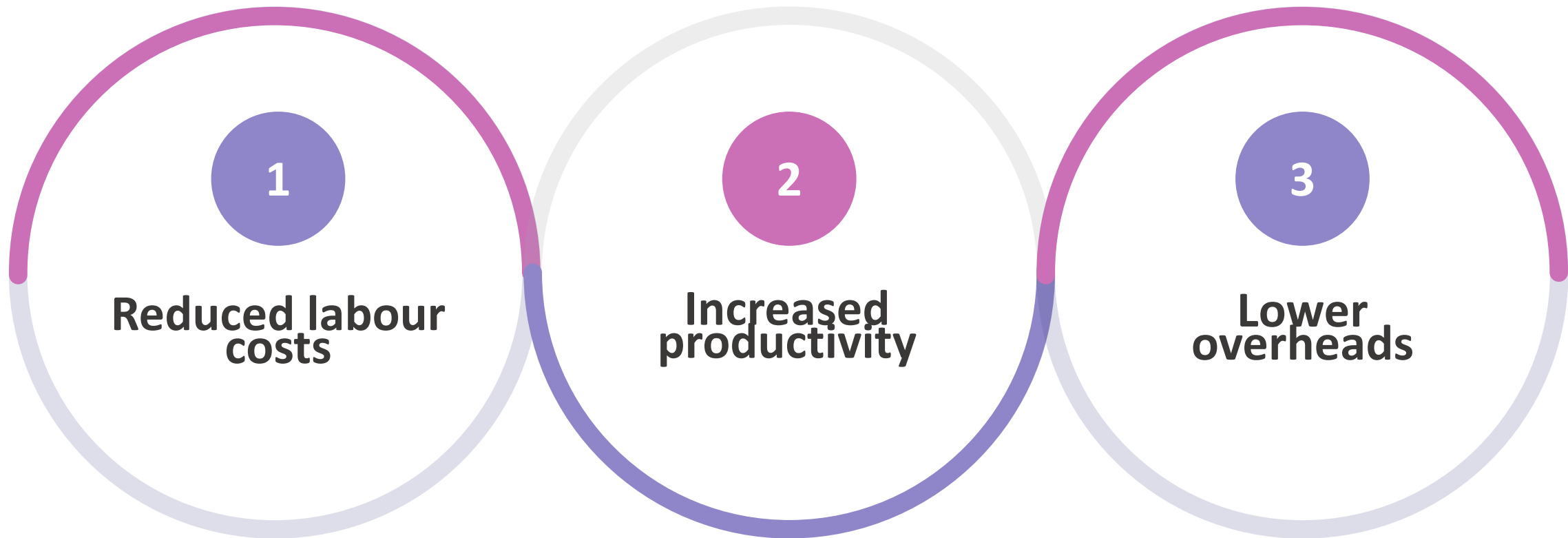


Web design



Online marketing

The financial benefits of investing in new technology



The time saving benefits of technology in the workplace

One of the most significant time-saving benefits of technology is the ability to communicate and collaborate with co-workers remotely. With tools like video conferencing and instant messaging, team members can communicate and work on projects together without being in the same physical space.



How technology can help entrepreneurs stay ahead of the competition?

Stay up to date with the latest trends



Stay connected

Use technology to automate



Collect and analyze data

Some digital tools for beginner startups

- Google tools for business
- Tools for setting and monitoring tasks
- Tools for data analysis
- Site builders
- Graphic and presentation cloud services
- Platforms for project management

Menti



Please enter the code

Join at menti.com use code 6760 3405

Submit

The code is found on the screen in front of you





Search resources for data analysis

What research tools are used to Analyse data?

Data analysis tools include Excel, Python, R, Microsoft Power BI and other.



The 9 Best Data Analytics Tools for Data Analysts in 2023

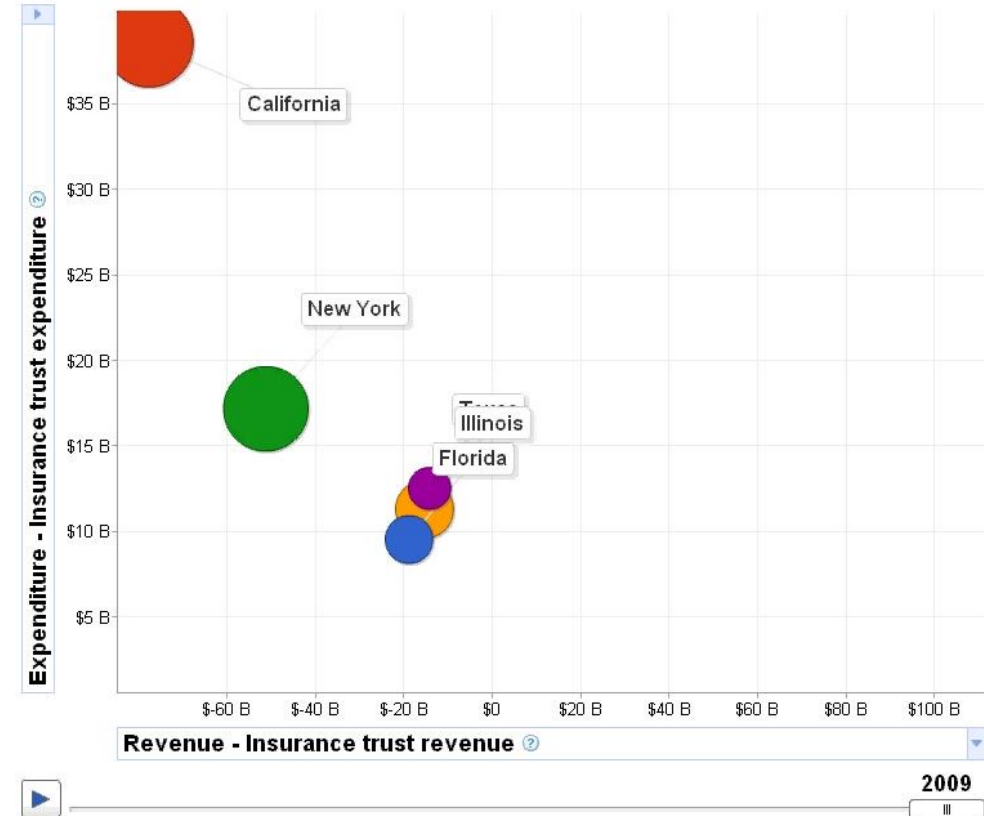
1. [Microsoft Excel](#)
2. [Python](#)
3. [R](#)
4. [Jupyter Notebook](#)
5. [Apache Spark](#)
6. [SAS](#)
7. [Microsoft Power BI](#)
8. [Tableau](#)
9. [KNIME](#)



Google Public Data Explorer

What is Google Public Data Explorer?

The Google Public Data Explorer makes large, public-interest datasets easy to explore, visualize and communicate. As the charts and maps animate over time, the changes in the world become easier to understand.



Приблизна кількість результатів: 360 000 000 (0,61 с)



google.com

<https://www.google.com> > p... · [Перекласти цю сторінку](#) ⋮

Google Public Data Explorer

The **Google Public Data Explorer** makes large datasets easy to explore, visualize and communicate. As the charts and maps animate over time, the changes in ...

Ви вже відвідували цю сторінку стільки разів: 5 Останнє відвідування: 19.06.23

Living longer with fewer children ↻

The Google Public Data Explorer makes large datasets easy to ...

Language

The Google Public Data Explorer makes large datasets easy to ...

Eurostat

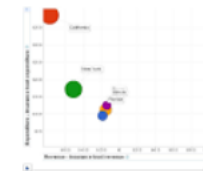
Google Public Data Explorer le permite explorar, visualizar y ...

World Bank

Public Data. World Bank, World Development Indicators ...

[Інші результати з домену google.com](#) »

Google Public Data Explorer



Google Public Data Explorer надає загальнодоступні дані і прогнози від цілого ряду міжнародних організацій і наукових установ, таких як Світовий банк, ОЕСР, Євростат та Університет Денвера. Вони можуть відобразитися у вигляді лінійних графіків, гістограм, поперечних перерізів ділянок або на мапах. [Вікіпедія](#)

Платформа: Вебзастосунок

Початкова дата випуску: 8 березня 2010 р.

Автор: Пошук Google

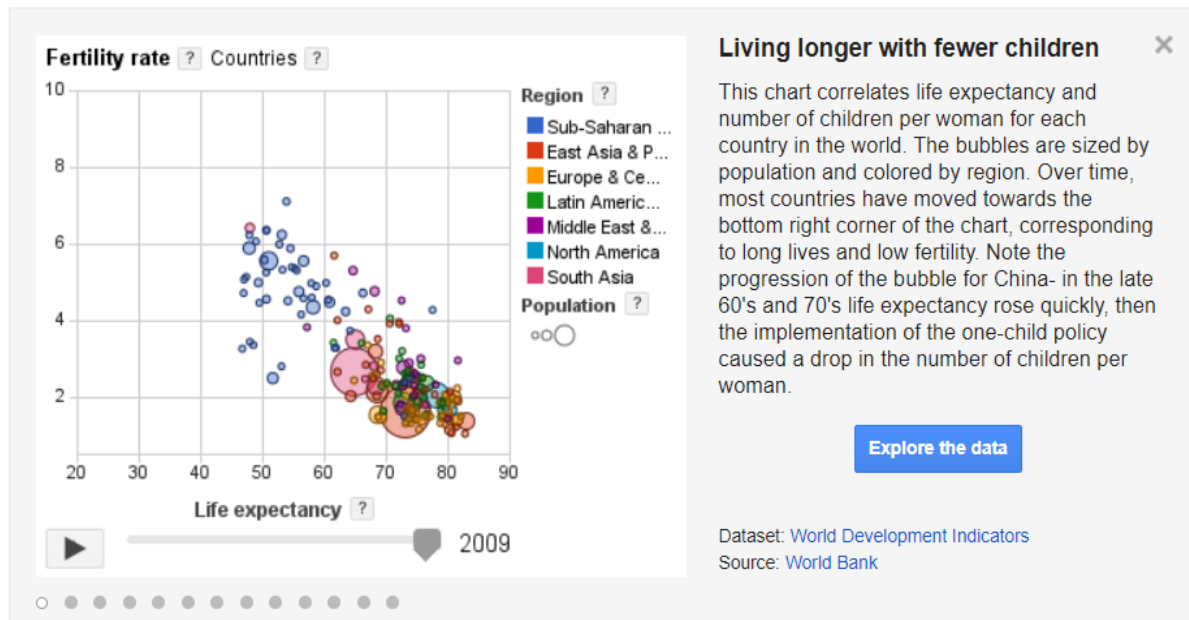
Datasets

Metrics

Any data provider (45)

Eurostat (9)
Statistics Iceland (6)
U.S. Census Bureau (5)
Data.gov.uk (4)
U.S. Bureau of Labor
Statistics (4)

My Datasets



Looking for other datasets? Find more with [Google Dataset Search](#).

World Development Indicators

[World Bank](#)

This dataset contains the World Development Indicators (WDI).

Global Competitiveness Report

[World Economic Forum](#)

Global Competitiveness Report



Search public data or change visualization



Public Data

World Development Indicators

- ▶ Economic Policy and Debt
- ▶ Education
- ▶ Environment
- ▶ Financial Sector
- ▶ Gender
- ▶ Health
- ▶ Infrastructure
- ▶ Labor and Social Protection
- ▶ Poverty
- ▶ Private Sector and Trade
- ▶ Public sector
- ▶ Social: health

Clear

Compare by **World**

- ▶ **World**
- ▶ East Asia & Pacific
- ▶ Europe & Central Asia
- ▶ Latin America & Caribbean
- ▶ Middle East & North Africa
- ▶ North America
- ▶ South Asia
- ▶ Sub-Saharan Africa

Clear selections

Explore the data

Language ▾

World Development Indicators

Data from World Bank

This dataset contains the World Development Indicators (WDI).

[More info »](#)

Last updated: Apr 8, 2020

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Public Data

- Cost to trade, documentary compr...
- Credit depth of information index (...)
- Delay in obtaining an electrical co...
- Distance to frontier score (0=lowe...
- Documents to trade (number)
- Ease of doing business index (1=...
- Firms competing against unregist...
- Firms expected to give gifts in me...
- Firms experiencing electrical outa...
- Firms experiencing losses due to t...
- Firms formally registered when op...
- Firms offering formal training (% of...
- Firms that do not report all sales f...
- Firms that spend on R&D (% ...)
- Firms using banks to finance inve...
- Firms using banks to finance work...
- Firms visited or required meetings

Clear

Compare by World

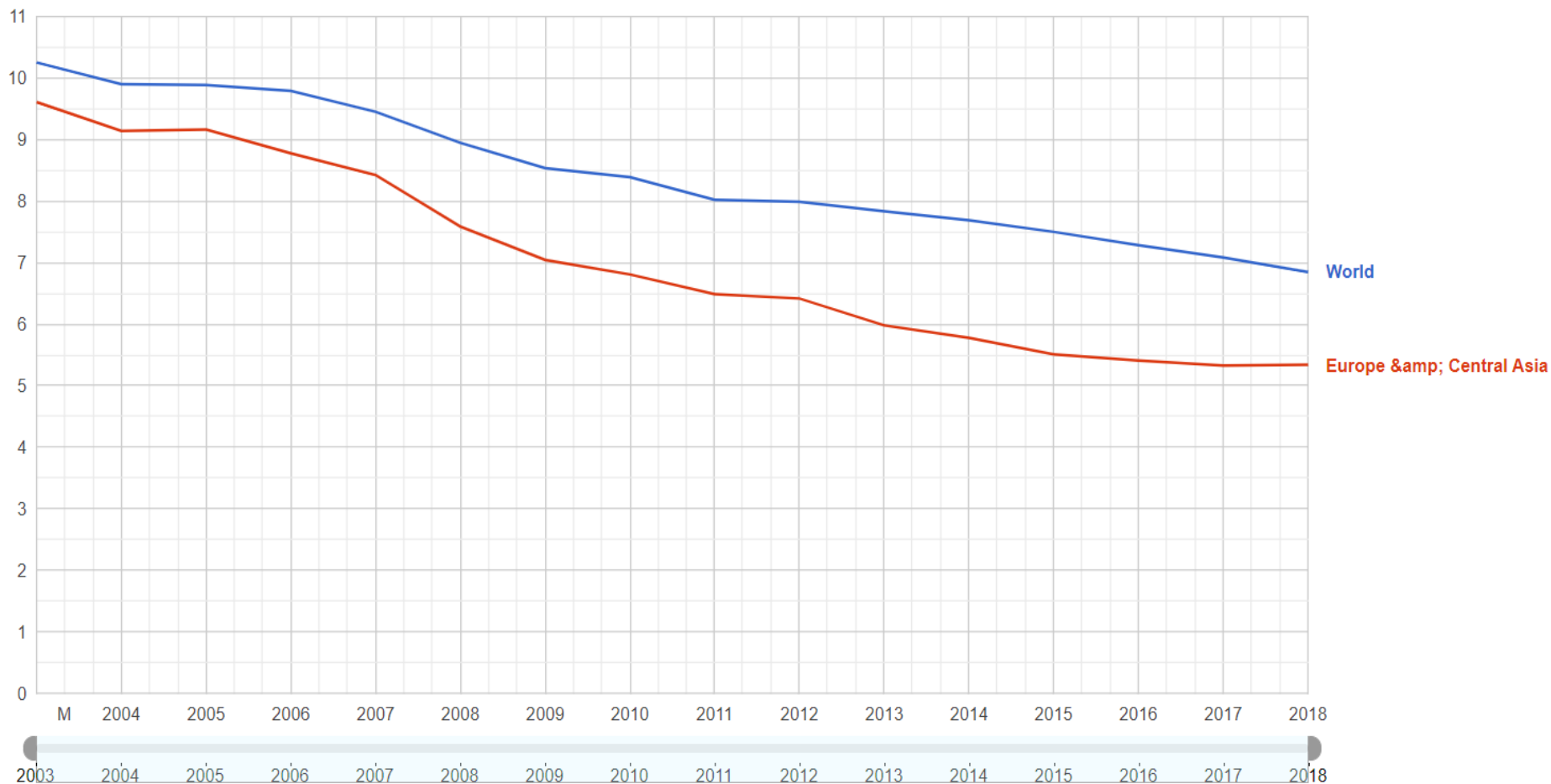
- World
 - East Asia & Pacific
 - Europe & Central Asia
 - Latin America & Caribbean
 - Middle East & North Africa
 - North America
 - South Asia
 - Sub-Saharan Africa

Clear selections

Gender

Start-up procedures to register a business (number) ?

Line
Bar
Map
Table
Settings
Share



Data from World Bank Last updated: Apr 8, 2020

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Public Data

- Cost to trade, documentary compr...
- Credit depth of information index (...)
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- Firms offering formal training (% of...
- Firms that do not report all sales f...
- Firms that spend on R&D (% ...)
- Firms using banks to finance inve...
- Firms using banks to finance work...
- Firms visited or required meetinns

Clear

Compare by World

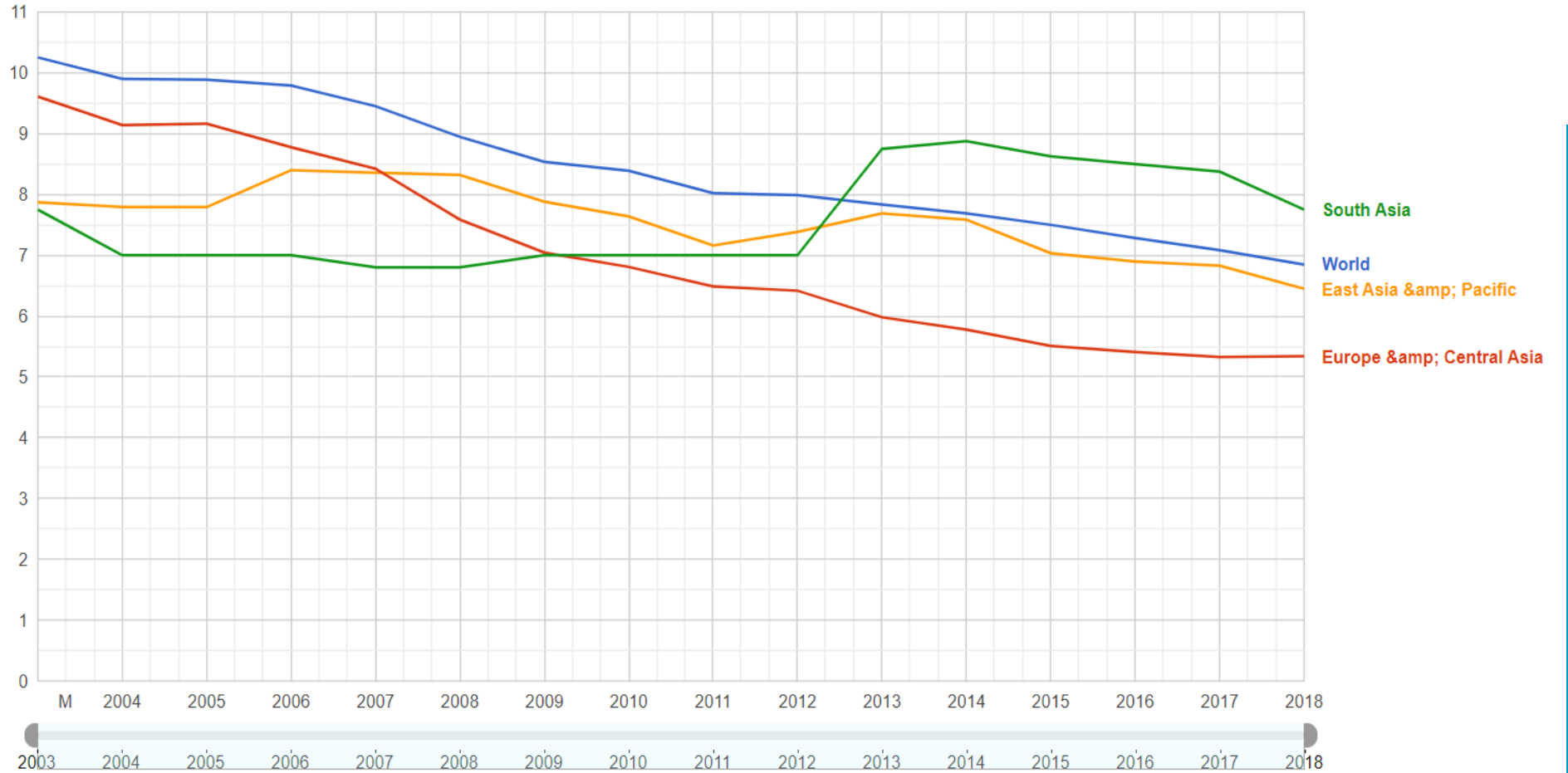
- World
 - East Asia & Pacific
 - Europe & Central Asia
 - Latin America & Caribbean
 - Middle East & North Africa
 - North America
 - South Asia
 - Sub-Saharan Africa

Clear selections

Gender

Start-up procedures to register a business (number) ?

📈 📊 🌐 🗺️ ⚙️ 🔗



Data from World Bank Last updated: Apr 8, 2020

Public Data

- Cost to trade, documentary compli...
- Credit depth of information index (...)
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- Firms experiencing losses due to t...
- Firms formally registered when op...
- Firms offering formal training (% of...
- Firms that do not report all sales f...
- Firms that spend on R&D (% ...)
- Firms using banks to finance inve

Clear

Compare by World

- World
 - East Asia & Pacific
 - Europe & Central Asia
 - Latin America & Caribbean
 - Middle East & North Africa
 - North America
 - South Asia
 - Sub-Saharan Africa

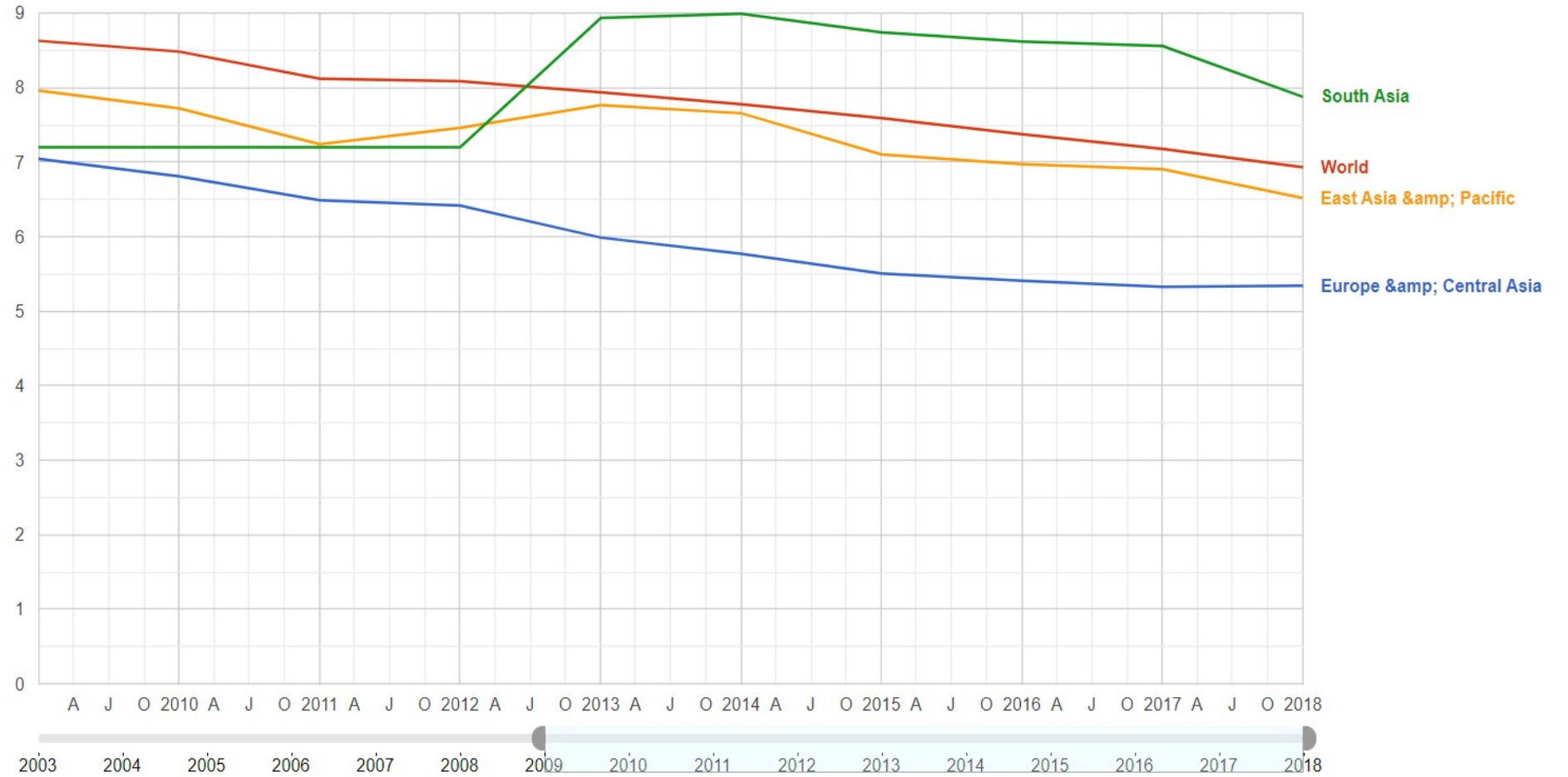
Clear selections

Gender Female Clear

- Male
- Female**

Start-up procedures to register a business (number) - Female ?

Line
Bar
Map
Table
Settings
Share



Data from World Bank Last updated: Apr 8, 2020

Public Data

- Cost to trade, documentary compli...
- Credit depth of information index (...)
- Delay in obtaining an electrical co...
- Distance to frontier score (0=lowe...
- Documents to trade (number)
- Ease of doing business index (1=...
- Firms competing against unregist...
- Firms expected to give gifts in me...
- Firms experiencing electrical outa...
- Firms experiencing losses due to t...

Clear

Compare by Country

Region All

Lending Type All

Income Level All

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia

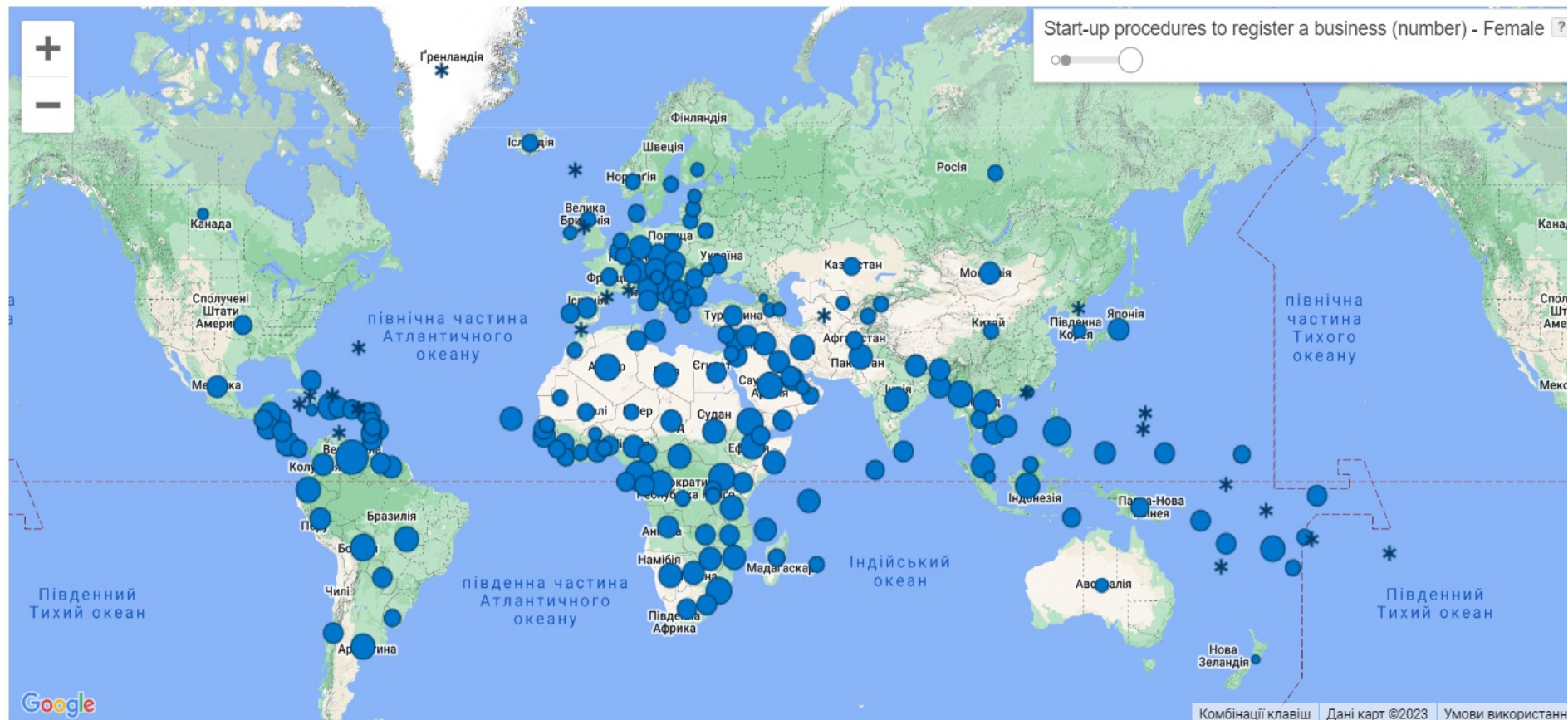
Clear selections

Gender Female Clear

Male

Female

Countries ?



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Public Data

- Cost to trade, documentary compl...
- Credit depth of information index (...)
- Delay in obtaining an electrical co...
- Distance to frontier score (0=lowe...
- Documents to trade (number)
- Ease of doing business index (1=...
- Firms competing against unregiste...
- Firms expected to give gifts in me...
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- Firms experiencing losses due to t...

Clear

Compare by Country

Region All

Lending Type All

Income Level All

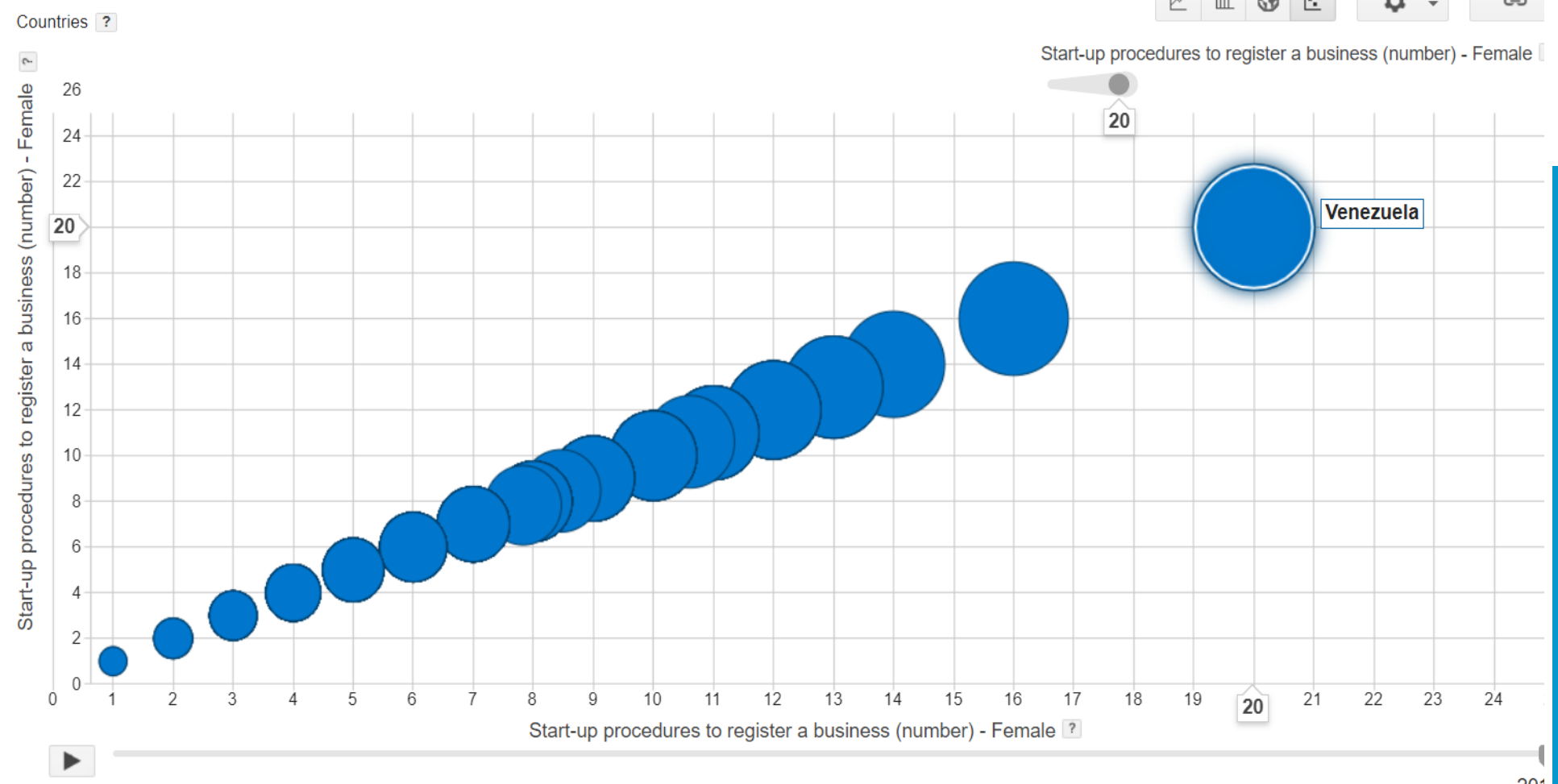
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia

Clear selections

Gender Female Clear

Male

Female



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Public Data

- Lead time to trade, documentary c...
- Lead time to trade, median case (...)
- Logistics performance index
- Losses due to theft, robbery, vand...
- Management time dealing with offi...
- Merchandise exports
- Merchandise imports
- Merchandise trade (% of GDP)
- Merchandise trade by the reportin...

Clear

Compare by Country

Region All

Lending Type All

Income Level All

- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam

Clear selections

Gender Female

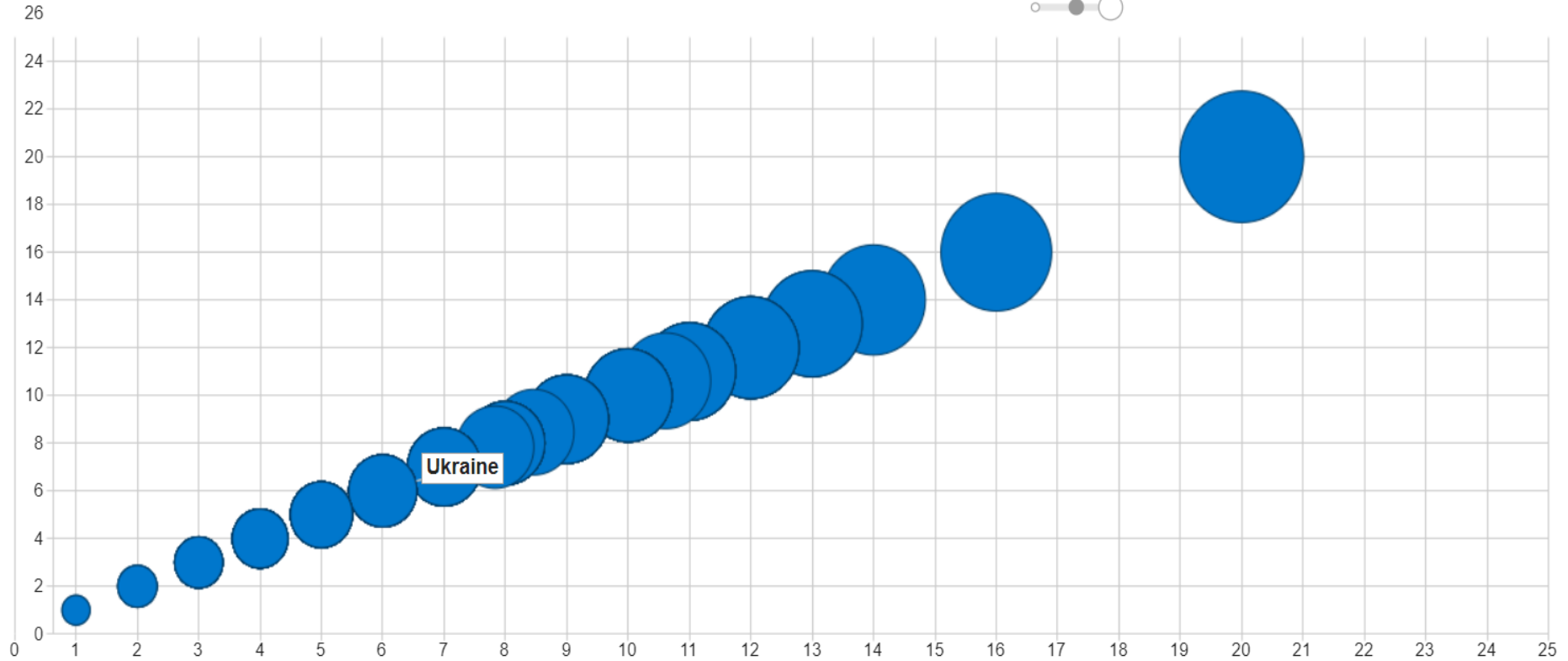
Clear

Male

Countries ?

?

Start-up procedures to register a business (number) - Female



Start-up procedures to register a business (number) - Female ?



2018

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Public Data

- Average number of times firms sp...
- Average time to clear exports thro...
- Binding coverage (%)
- Bound rate (%)
- Bribery incidence (% of firms expe...
- Business extent of disclosure inde...
- Cost of business start-up procedur...
- Cost to export (US\$ per container)
- Cost to import (US\$ per container)
- Cost to trade, border complianc (...)
- Cost to trade, documentary compli...
- Credit depth of information in dev...

Clear

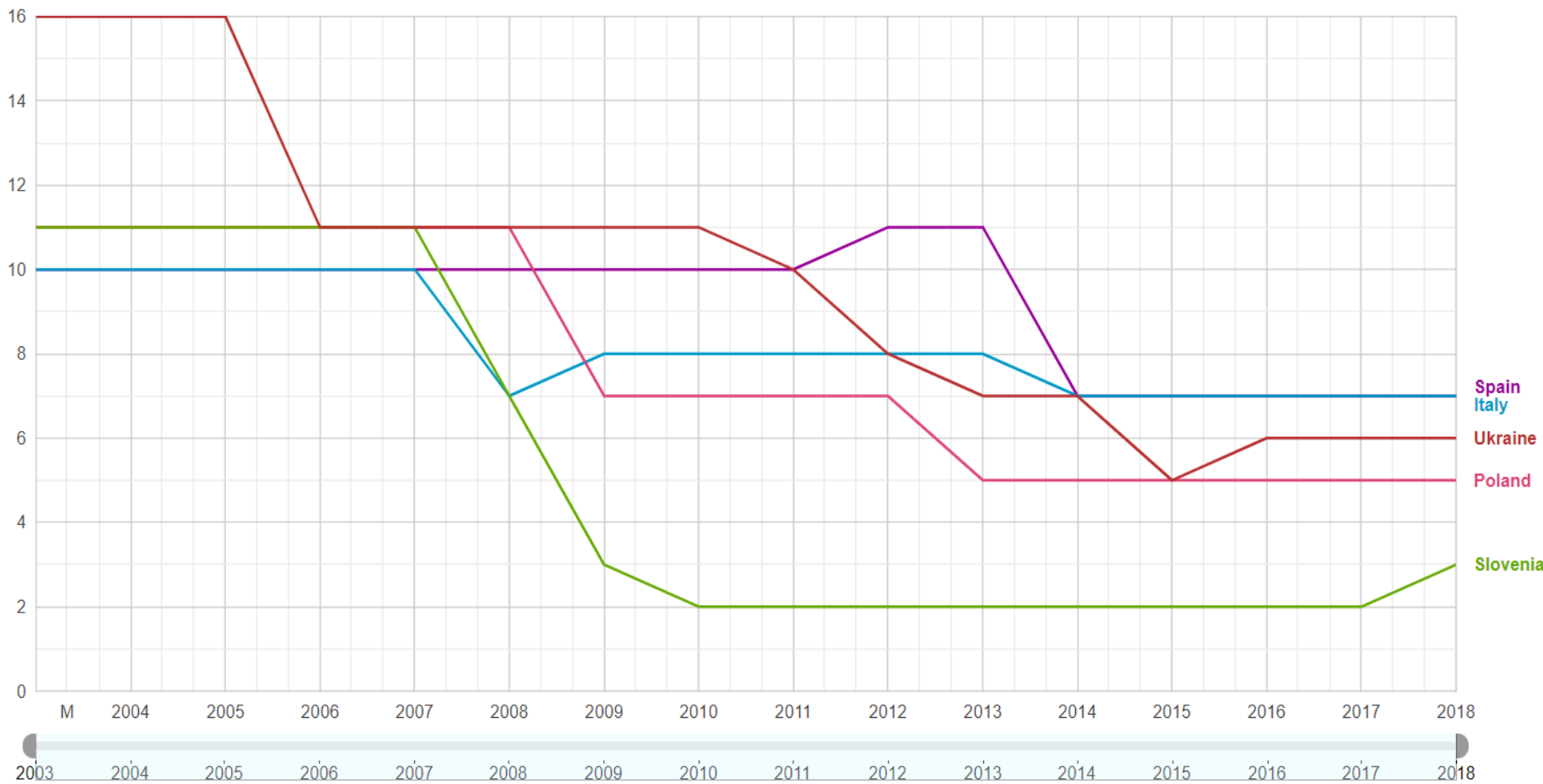
Compare by World

- World
 - East Asia & Pacific
 - Europe & Central Asia
 - Albania
 - Andorra
 - Armenia
 - Austria
 - Azerbaijan
 - Belarus
 - Belgium
 - Bosnia and Herzegovina

Clear selections

Gender Female Male Clear

Start-up procedures to register a business (number) - Female ?



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Public Data

- Average number of times firms sp...
- Average time to clear exports thro...
- Binding coverage (%)
- Bound rate (%)
- Bribery incidence (% of firms expe...
- Business extent of disclosure inde...
- Cost of business start-up procedur...
- Cost to export (US\$ per container)
- Cost to import (US\$ per container)

Clear

Compare by **Country**

Region **Europe & Central...**

Lending Type **All**

Income Level **All**

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria

Clear selections

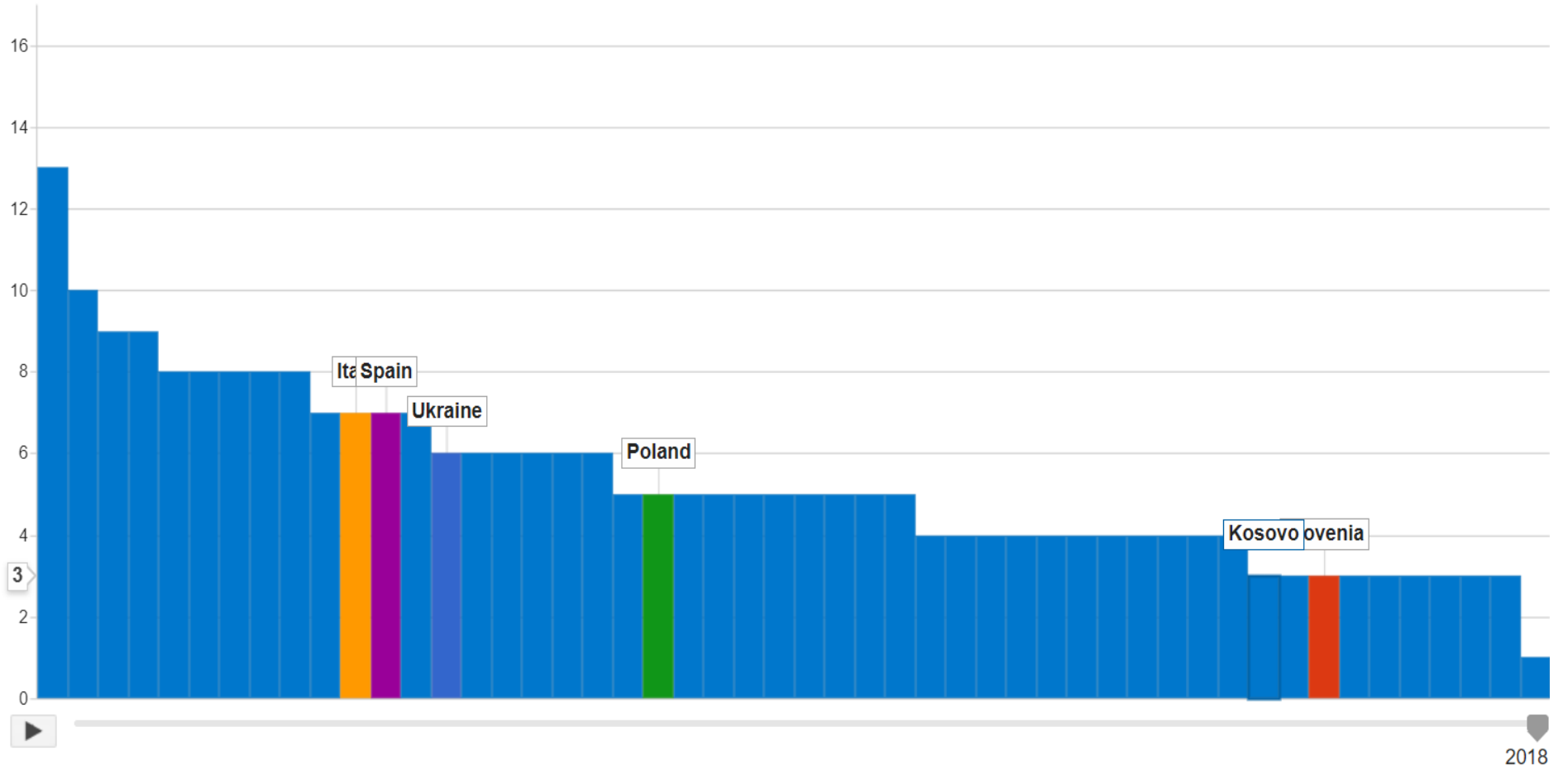
Gender **Female** Clear

Male

Female

Start-up procedures to register a business (number) - Female ?

18 Countries, Europe & Central Asia - Descending order ?



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Public Data

- Average number of times firms sp...
- Average time to clear exports thro...
- Binding coverage (%)
- Bound rate (%)
- Bribery incidence (% of firms expe...
- Business extent of disclosure inde...
- Cost of business start-up procedur...
- Cost to export (US\$ per container)
- Cost to import (US\$ per container)

Clear

Compare by Country

Region Europe & Central...

Lending Type All

Income Level All

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria

Clear selections

Gender Female

Clear

- Male
- Female**

Countries, Europe & Central Asia



Start-up procedures to register a business (number) - Female



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Google Trends





How can I use Google Trends?


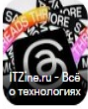




- ✓ Using Google Trends to Find Niches.
- ✓ Find Relevant Product Categories in Related Topics.
- ✓ Using Google Trends for Keyword Research.
- ✓ Promote Your Store Around Seasonal Trends.
- ✓ Using Google Trends for Content Freshness.
- ✓ Create Content About Current Trends.
- ✓ Find Niche Topics by Region.



What are the basics of Google Trends?

Google Trends normalizes search data to make comparisons between terms easier. Search results are normalized to the time and location of a query by the following process: Each data point is divided by the total searches of the geography and time range it represents to compare relative popularity.

Thursday, July 6, 2023

1	Львів <small>Львів під російським ударом: кількість загиблих зросла до 10 ВВС Україна • 1d ago</small>	20K+ <small>searches</small>		▼
2	Threads <small>Threads: как скачать и зарегистрироваться в России ITZine.ru - Всё о технологиях • 1d ago</small>	20K+ <small>searches</small>		▼
3	Зі святом Івана Купала <small>Зі святом Івана Купала! Найкращі листівки та привітання у віршах Апостроф • 1d ago</small>	20K+ <small>searches</small>		▼
4	Футбол <small>П'ять причин, чому футбол є найпопулярнішим видом спорту Район.IN.UA • 2d ago</small>	10K+ <small>searches</small>		▼
5	Касетні боєприпаси <small>Генсек ООН виступає проти того, щоб Україна та росія ... iPress • 3h ago</small>	5K+ <small>searches</small>		▼
6	Україна Іспанія U-21 рахунок <small>Іспанія – Україна – 5:1 – відео голів і огляд півфіналу Євро-2023 ... Футбол 24 • 2d ago</small>	5K+ <small>searches</small>		▼

About 3.280.000.000 results (0,34 seconds)

Google
https://trends.google.com > trends

Google Trends

See how **Google Trends** is being used across the world, by newsrooms, charities, and more. Local Year in Search. Explore searches in your zipcode.

Daily searches

Trends ; 1. Taylor Swift · USA TODAY ; 2. Britney Spears ...

Trending now

Trends ; 1. Allison Mack · The New York Times ; 2. Coco Lee · BBC ...

Trending Searches

Trends ; 1. Threads · India Times ; 2. Realme Narzo 60 ...

Google Trendi

Check out the latest 2023 Trends! ... Ustvarjeno z Google Trendi ...

[More results from google.com »](#)

Google
https://trends.google.as > trends > trendingsearches > d...

Daily search trends

2 days ago This site uses cookies from Google to deliver and enhance the quality of its

Google Trends



Website

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time. [Wikipedia](#)

Owner: Google

Date launched: May 11, 2006

Available in: English, Spanish, Portuguese, Chinese, French, and more

People also search for

[View 10+ more](#)



Explore what
the world
is searching for
right now

Enter a keyword to see how it's trending

The screenshot shows a search interface for the keyword 'startups'. At the top right of the search box is a blue 'Explore' button. Below the search box, a list of search results is displayed, each with a category label and a small thumbnail image:

- startups** (Search term)
- For Startups Inc** (Company) - thumbnail: for Startups, Inc.
- Korea SMEs and Startups Agency** (Company)
- Ministry of SMEs and Startups** (Government ministry)
- Doglapan: The Hard Truth about Life and Start-Ups** - thumbnail: DOGLAPAN

● startups
Search term

+ Compare

Slovenia

Past day

All categories

Web Search

Interest over time



● startups
Search term

● start up
Search term

+ Add comparison

Slovenia ▼

Past day ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



● startups
Search term

● start up
Search term

+ Add comparison

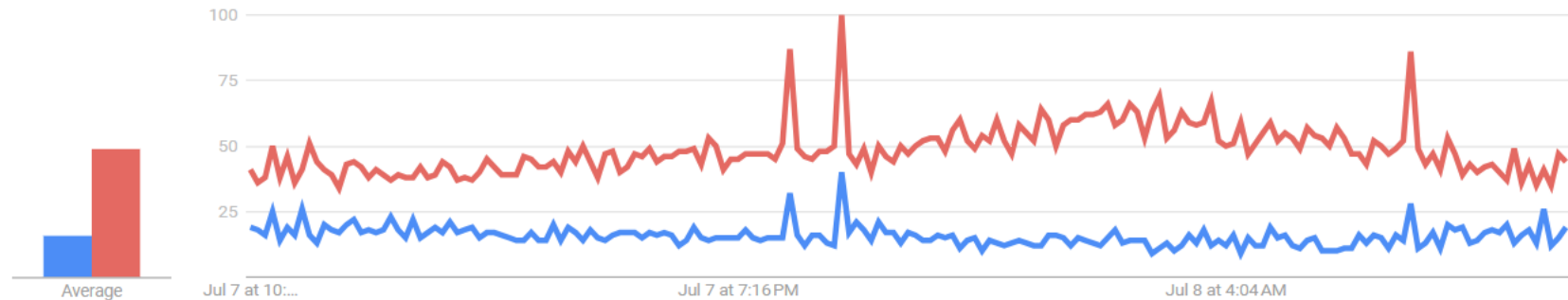
Worldwide ▼

Past day ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



startups
Search term

start up
Search term

+ Add comparison

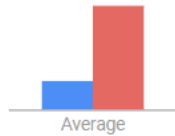
Worldwide

Past 5 years

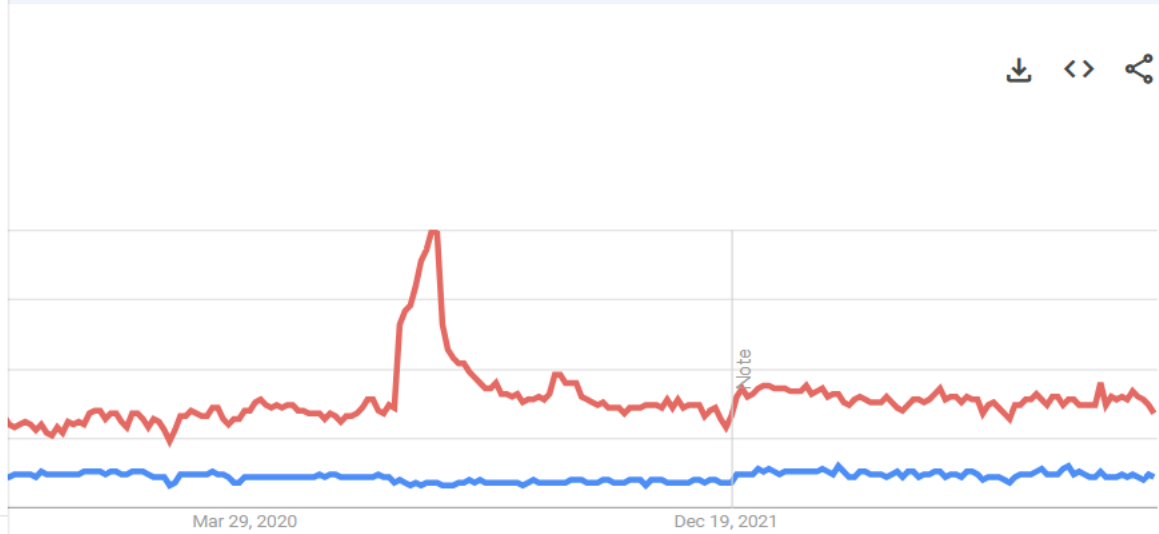
All categories

Web Search

Interest over time



- Past hour
- Past 4 hours
- Past day
- Past 7 days
- Past 30 days
- Past 90 days
- Past 12 months
- 2004 - present
- Custom time rang...

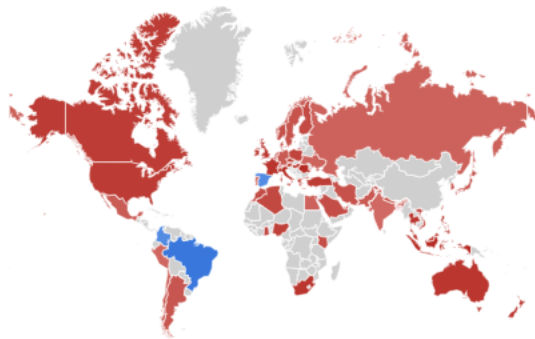


Compared breakdown by region

Region [dropdown] [download] [refresh] [share]

startups start up

Sort: Interest for startups [dropdown]



Rank	Region	startups	start up
1	Brazil	High	Low
2	Spain	Low	High
3	Colombia	Low	High
4	Israel	High	Low
5	Portugal	Low	High

Color intensity represents percentage of searches [LEARN MORE](#)

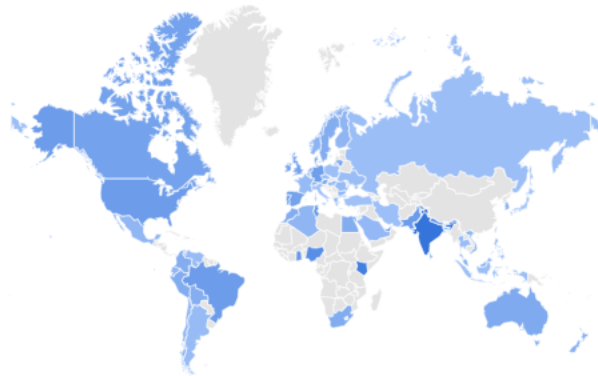
Showing 1-5 of 58 regions

Include low search volume regions

startups

Interest by region ?

Region



Include low search volume regions

Related queries ?

Rising



- 1 top startups 2019 Breakout
- 2 top startups 2022 Breakout
- 3 data room for startups Breakout
- 4 best startups 2021 Breakout
- 5 marco legal das startups Breakout

Showing 1-5 of 25 queries

startups start up

Worldwide, Past 5 years

Include low search volume regions

5 marco legal das startups

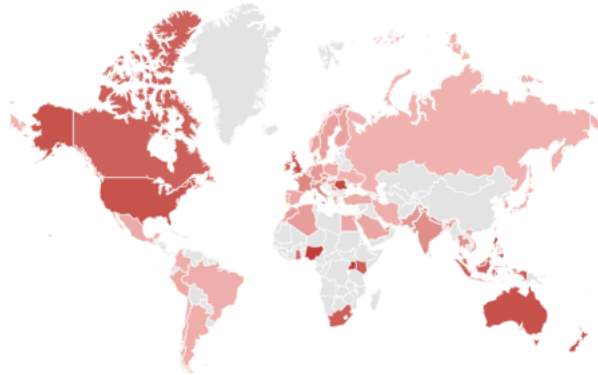
Breakout

Showing 1-5 of 25 queries

start up

Interest by region

Region



Include low search volume regions

Related queries

Rising



1 start up kdrama

Breakout

2 investir dans une start up avec anaxago

Breakout

3 drakor start up

Breakout

4 start up sub indo

Breakout

5 start up k drama

Breakout

Showing 1-5 of 25 queries

● startups
Search term

● start up
Search term

● Entrepreneurship
Topic

+ Add comparison

Worldwide

Past 5 years

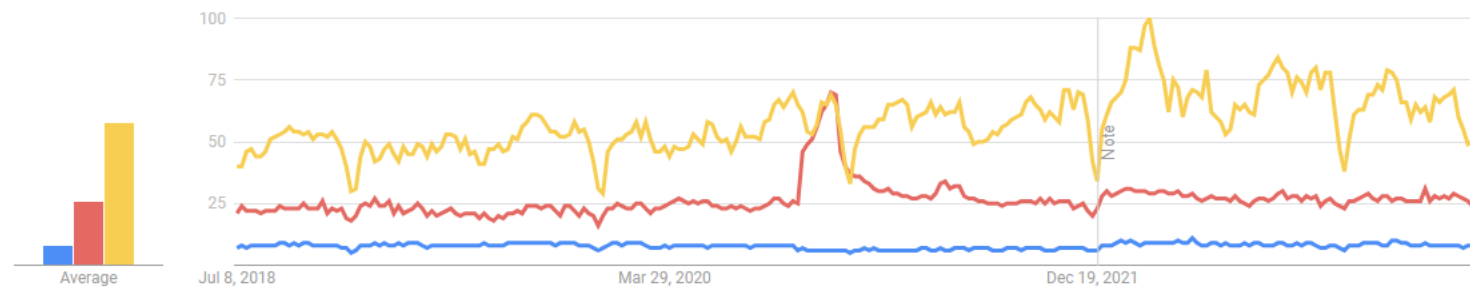
All categories

Web Search

Note: This comparison contains both Search terms and Topics, which are measured differently.

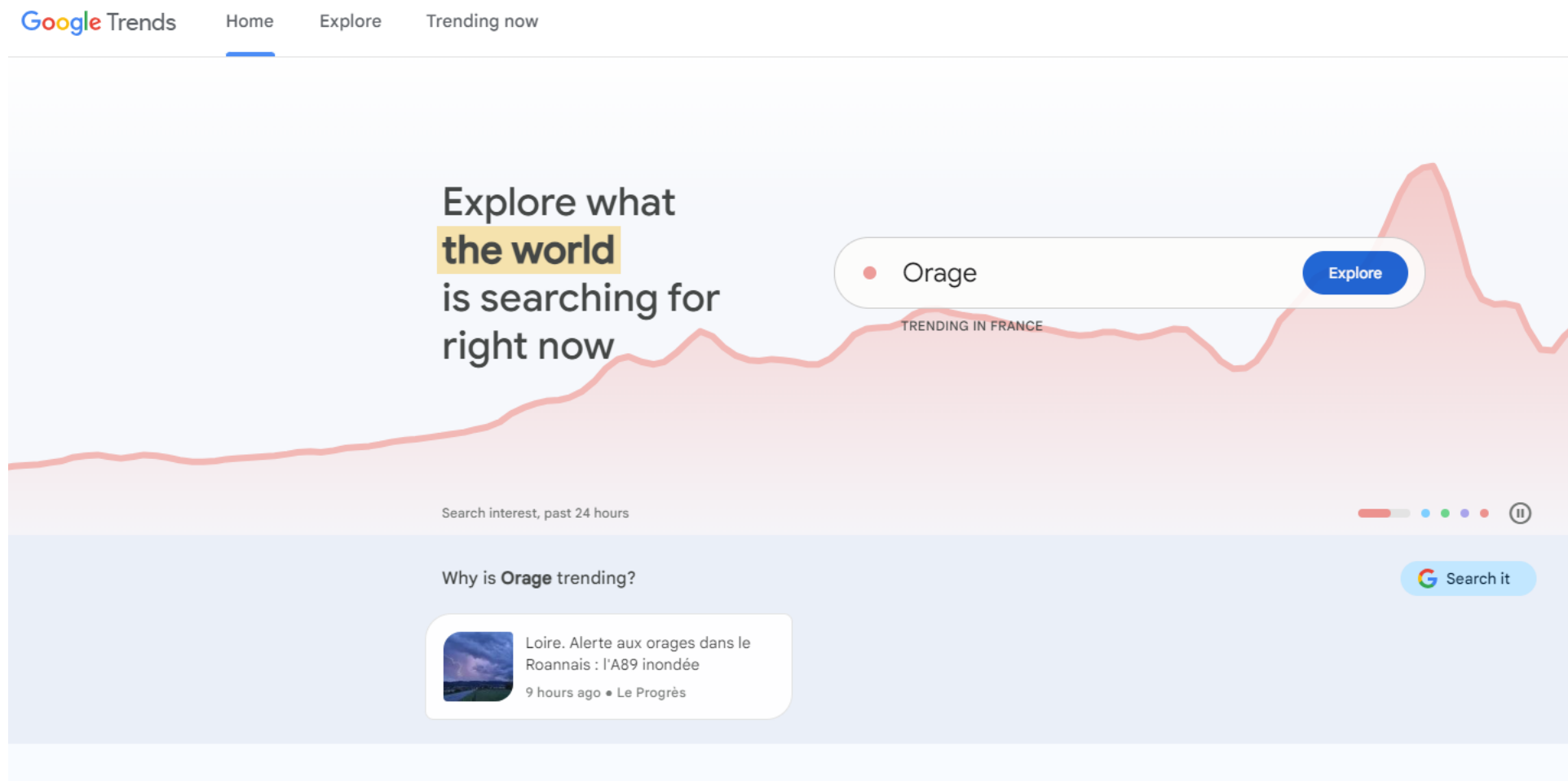
[LEARN MORE](#)

Interest over time



Task:

Try to find out about the most popular keywords for your startup using Google Trends.





[Video](#)



Google Market Finder

Google's Market Finder

Google's Market Finder will help you identify new international business opportunities using market insights and help you plan for success.

What is the best way to identify market trend?

- ✓ Keep track of industry influencers and publications.
- ✓ Absorb up-to-date industry research and trends reports like a sponge.
- ✓ Make the most of digital tools and analytics to assess industry behaviour.
- ✓ Listen to your customers.
- ✓ Competitor observation.

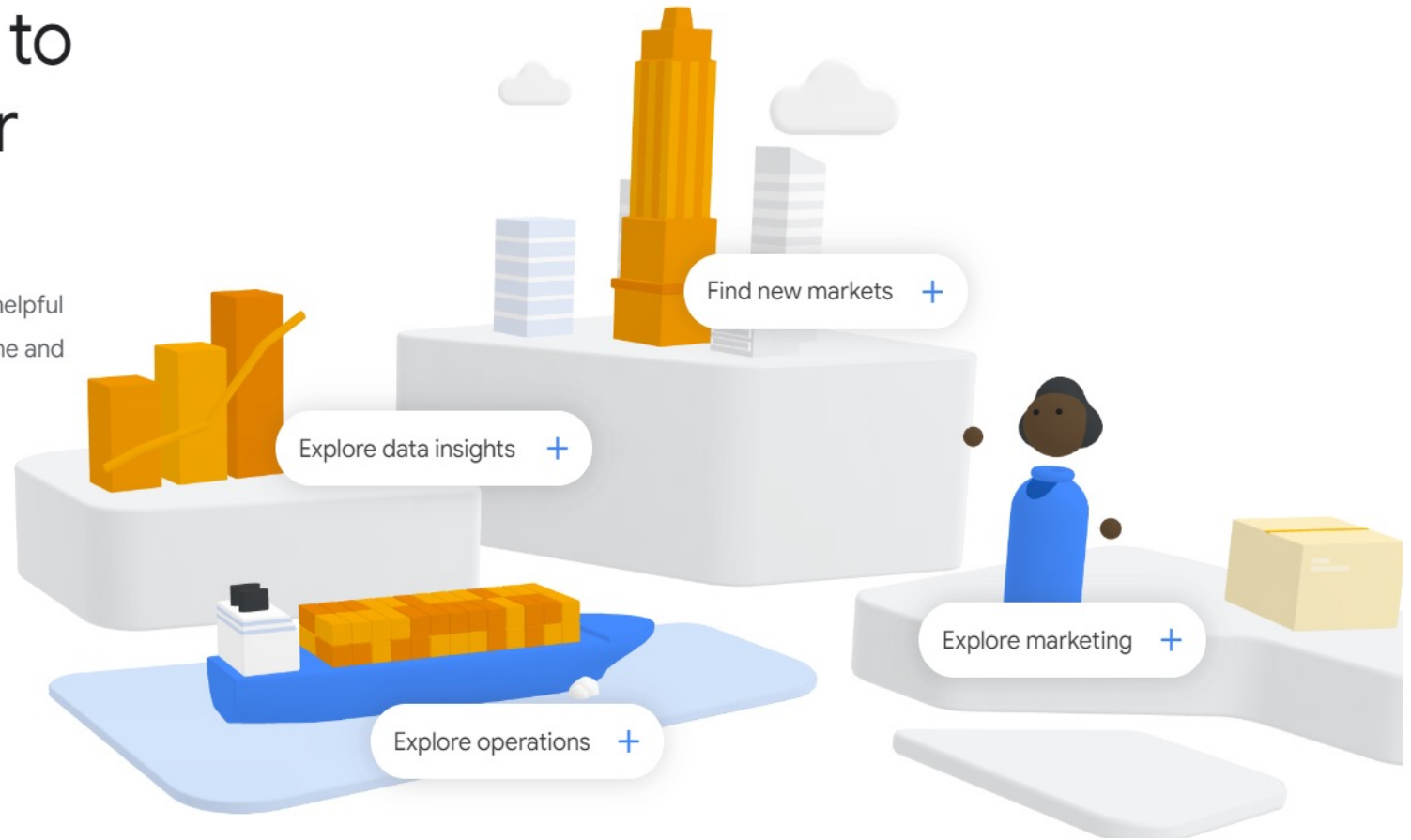
The insights provided may not reflect the current Export environment due to the war in Ukraine. ×

Taking your business to new markets is easier than ever

Try our free tool to identify new potential markets, discover helpful operational information and start selling to customers at home and around the world.

[Get started](#)

Already have an account? [Sign in](#)



The insights provided may not reflect the current Export environment due to the war in Ukraine.



Where would you like to start?

Test your export readiness

Thinking of selling abroad but not sure where to start? Take our short quiz to assess your export readiness and get a tailored report.



Dive into new markets

Already exporting but not sure where to go next? Discover our tailored market recommendations, tools and resources.



Maybe later, start exploring Market Finder first



Are you ready to reach new customers worldwide?

Tell us a bit about your business and we'll score its readiness to start selling abroad.

[Get started](#)

I understand and agree that my information may be used and shared in accordance with Google's [privacy policy](#).



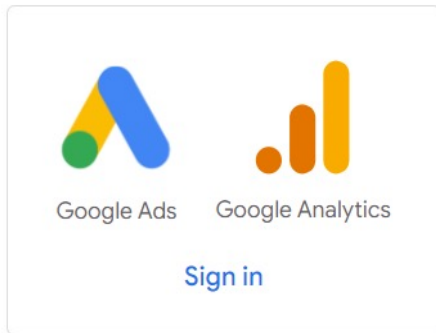
Market Finder

CONNECT YOUR ACCOUNTS

Before we start...

Do you have a Google Ads or Analytics account?


Sign in to speed things up and get data-driven recommendations tailored to your business.



Google Ads Google Analytics

Sign in

Continue without signing in

 <https://pnu.edu.ua/>
Website



GENERAL SITUATION

What categories best describe your business?

We've tried to match the most popular consumer searches to information from your website. If no categories were found, feel free to add, remove or change categories up to 5 before completing the next step.

[Add a category +](#)



[Previous](#)

[Next](#)

GENERAL SITUATION

What categories best describe your business?

We've tried to match the most popular consumer categories from your website. If no categories were found, you can add or change categories up to 5 before completing your analysis.

Add a category +

Your product categories

Enter or select a product category


← Education & Training

- + Online Education & Degree Programs
- + Preschool & Nursery School Programs
- + Standardized & Admissions Tests >
- + Writing Courses & Resources >

Education & Training X

Online Education & Degree Programs X

Confirm categories

 <https://pnu.edu.ua/>
Website

GENERAL SITUATION

How many countries is your business currently operating in?

5 countries or more

Less than 5 countries

Not doing business abroad



How keen is your business to expand abroad?

Very keen

5

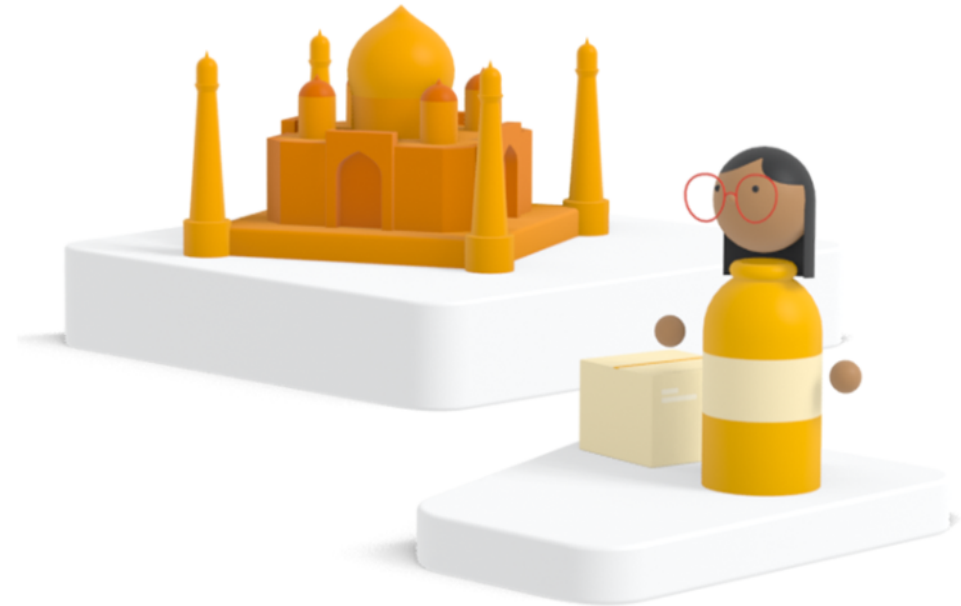
4

3

2

1

Very unkeen



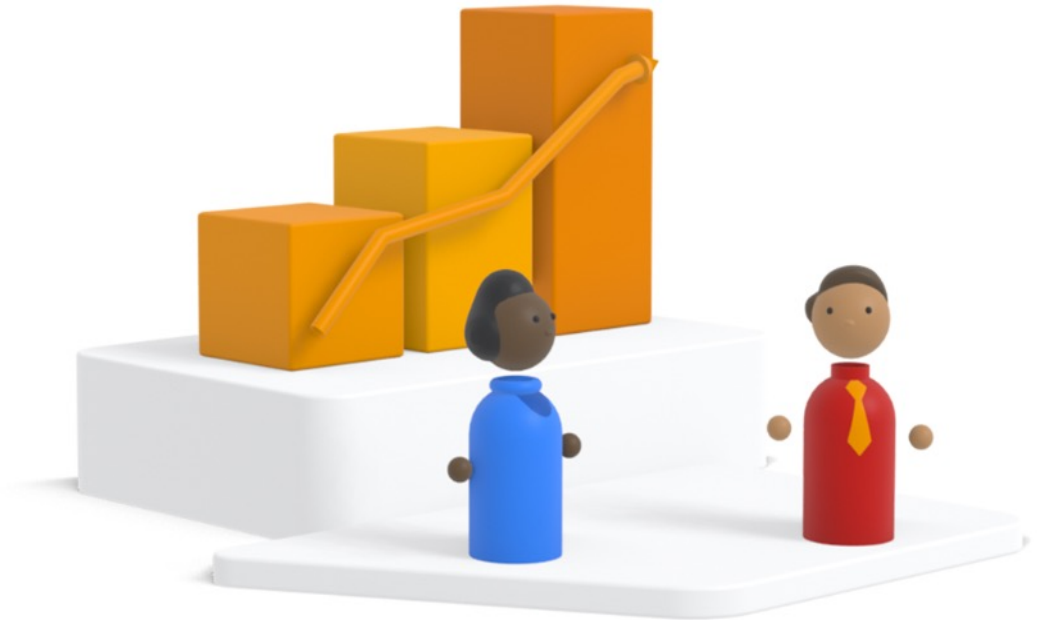
GENERAL SITUATION

What is the overall financial position of your business?

It has funds for potential expansion

It has limited access to extra funds

I don't know



OPERATIONAL ABILITIES

Which languages is your website available in?

[Previous](#)[Next](#)

OPERATIONAL ABILITIES

Which payment methods are available on your website?

 Credit/debit card E-wallet Bank transfer Cash on delivery Prepay Pre paid card E-invoices[Previous](#)[Next](#)

MARKETING PERFORMANCE

Can your business track the progress of customers' online orders?

Yes

No



Calculating your export score



 <https://pnu.edu.ua/>

You are 26% ready to export globally.

Export readiness: **Locally-focused**

There's work to be done. Keep developing your international expansion plans to improve your chances of becoming a global business.



General Assessment: Weak

An assessment of your overall export readiness based on factors such as your motivation to export and your international skills.



WEAK

STRONG

Competitive Position: Stable

An assessment of your potential for success in specific sectors in international markets.

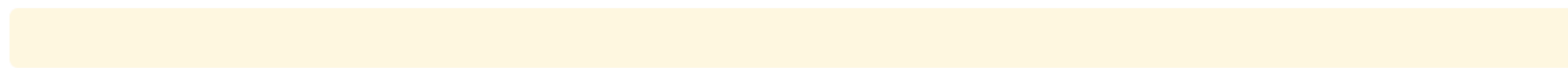


WEAK

STRONG

Operational Abilities: Weak

An assessment of your export readiness based on practical factors such as logistics and customer care offerings.



WEAK

STRONG

Marketing Performance: Weak

An assessment of the potential impact of your marketing efforts as you should become export ready.

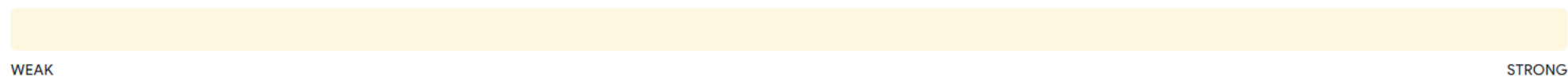


WEAK

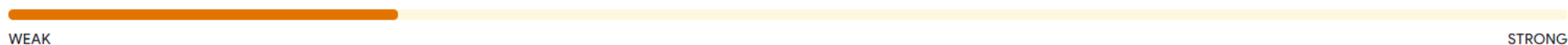
STRONG

Operational Abilities: Weak

An assessment of your export readiness based on practical factors such as logistics and customer care offerings.



Localization: Weak



KEY INSIGHT FOR OPERATIONAL ABILITIES

Your website has 1% of users coming from country Poland but is not localised in Polish. Speaking your customers' language helps maximise reach, build trust, and increase sales. Make sure to localise your website in Polish.

DID YOU KNOW

65% of consumers prefer content in their own language and 40% will not buy in other languages (CSA, Can't Read Won't Buy, B2C Localisation Survey 2020).

76% of shoppers are more likely to buy if promotional material is in their own language (CSA, Can't Read Won't Buy, B2C Localisation Survey 2020).

Complete your profile and get the full report

Enter your name and domestic market and get access to personalised global market details, helpful content and in-depth guides.

Full name (optional)

Domestic market

Slovenia

EMAIL UPDATES

Would you like to receive occasional email updates, event invitations, research from Google or be contacted if we believe we can support you in your international growth?

- Yes, I want to stay updated
- No, don't update me

Sign up with Google

Information you are providing

YOUR URL
https://pnu.edu.ua/

YOUR CATEGORIES

- Education & Training
- Online Education & Degree Programs



Task:

Try to find out if your startup is ready for a new market with the help of Google Market Fider?

Market Finder

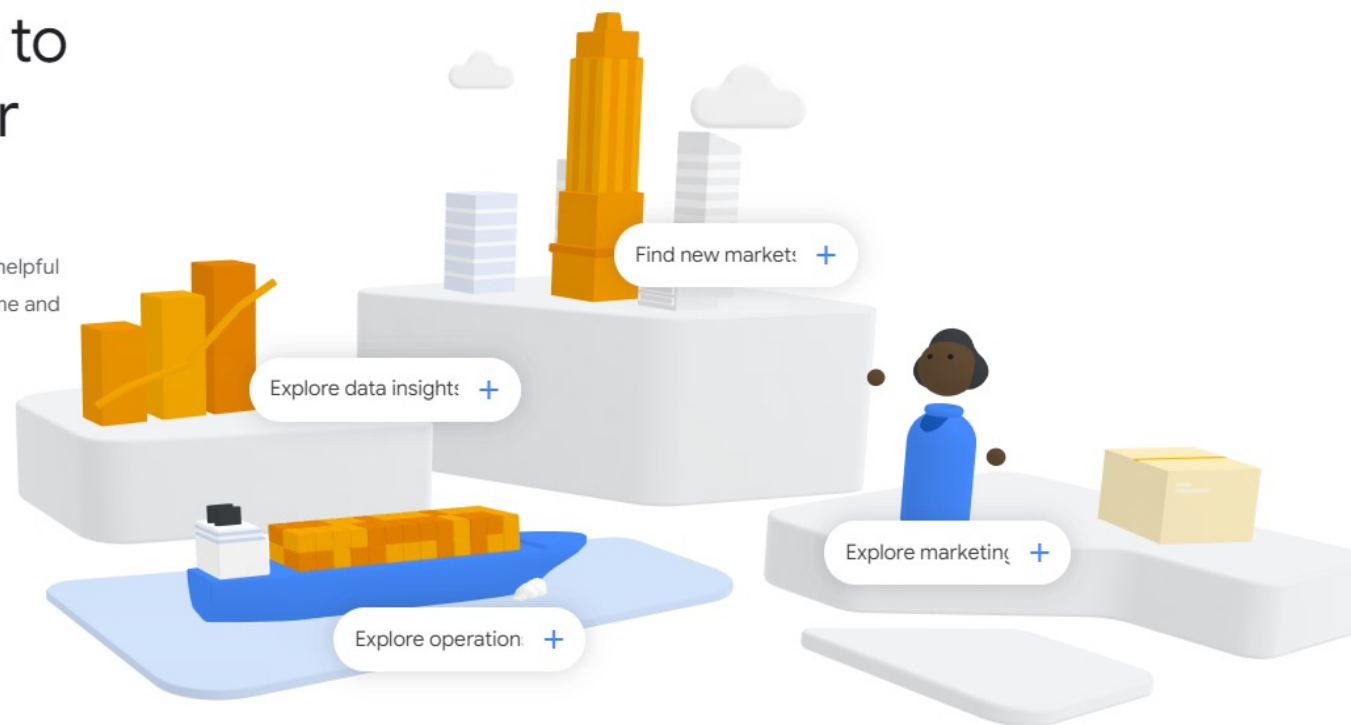
The insights provided may not reflect the current Export environment due to the war in Ukraine.

Taking your business to new markets is easier than ever

Try our free tool to identify new potential markets, discover helpful operational information and start selling to customers at home and around the world.

[Get started](#)

Already have an account? [Sign in](#)





Google Sites





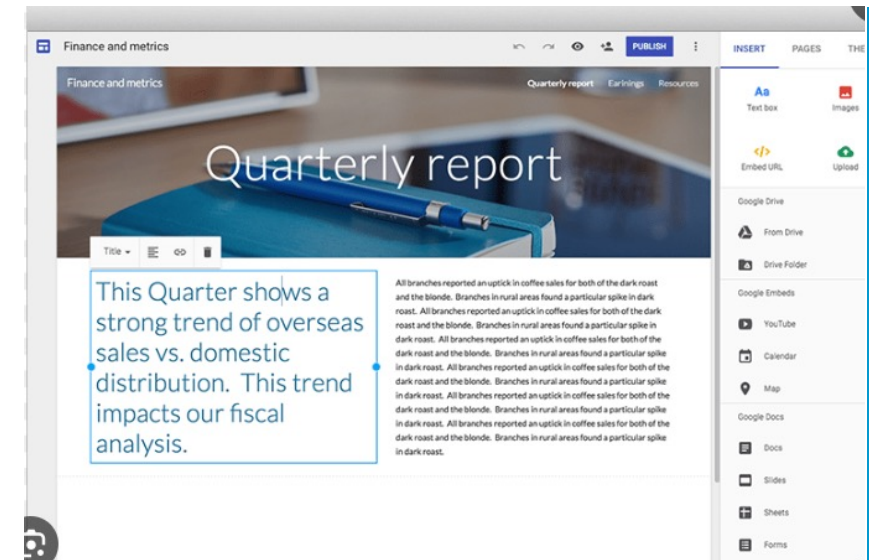
Google Sites

You can create a website for personal or business use with Google Sites.

It's also easy to use as using a google document, which makes it convenient.

Why is Google website popular?

It searches not only websites but also images, videos, news articles, maps, products, and more. In addition, Google's results are always up-to-date and relevant. This is because Google uses several signals, such as freshness and popularity, to determine the most relevant results.





What are the limitations of Google Sites? ^

Personal Google Account storage limits

Sites per day	10 sites every 5 days
Storage per site	100 MB Items added as an attachment or stored in the site (in the file cabinet) count against your quota.
Page limit	Unlimited (Recommend no more than 2,000 for performance)
Maximum attachment size	50 MB
Sites and storage per domain	N/A

About 25.270.000.000 results (0,41 seconds)



sites.google.com
<https://sites.google.com>

Google Sites: Sign-in

Access **Google Sites** with a personal Google account or Google Workspace account (for business use).

You've visited this page 2 times. Last visit: 7/8/23

Sign-in

Access Google Sites with a personal Google Account or ...

To continue to Google Drive

Access Google Drive with a Google account (for personal ...

How to use Google Sites

You can create a website to share info with others. Tip: Google ...

Sites

Use Google Sites to create and host a high-quality business ...

[More results from google.com](#) »



Google
<https://chrome.google.com/detail/google-sites/g...>

Google Sites



Google Sites



sites.google.com

Google Sites is a structured wiki and web page creation tool included as part of the free, web-based Google Docs Editors suite offered by Google. The service also includes Google Docs, Google Sheets, Google Slides, Google Drawings, Google Forms, and Google Keep. Google Sites is only available as a web application. [Wikipedia](#)

Initial release date: February 28, 2008

Platform: [Web application](#)

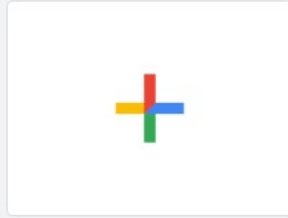
Developer(s): [Google](#)

People also search for

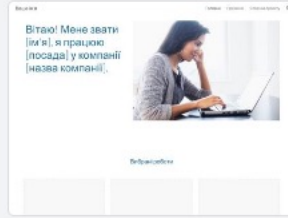
[View 10+ more](#)

Створити новий сайт

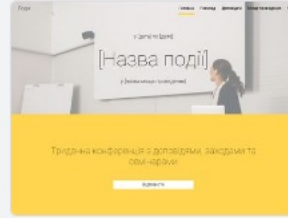
Галерея шаблонів



Пустий



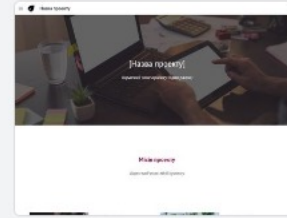
Портфоліо



Подія



Довідковий центр



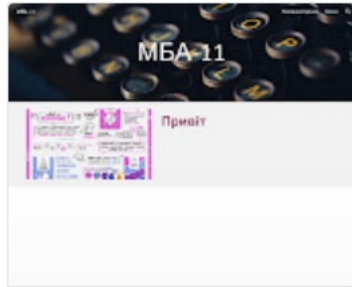
Проекту



Команда

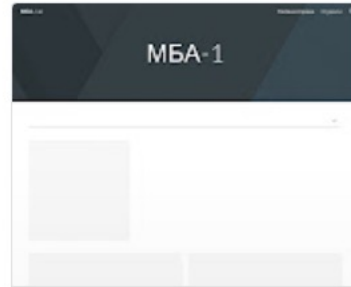
Нещодавні сайти

Належать будь-кому

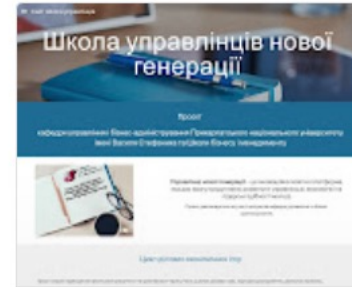
МБА-11
Привіт

мба-11
Відкрито 4 лист. 2022 р.



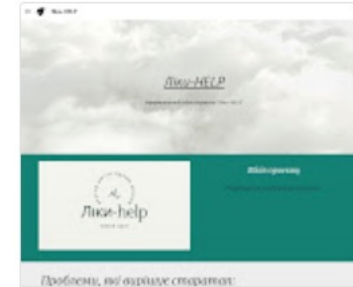
МБА-1

МБА-1 к
25 жовт. 2022 р.



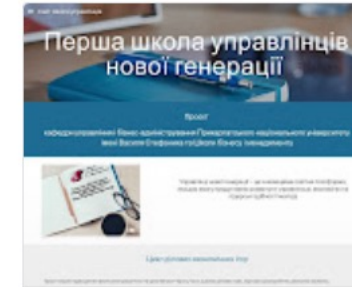
Школа управлінців нової генерації

сайт Школи управлінців ...
Відкрито 15 бер. 2022 р.



Ліку-HELP

Проекту
1 груд. 2021 р.



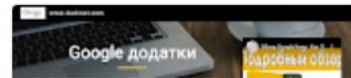
Перша школа управлінців нової генерації

сайт Школи управлінців
18 жовт. 2021 р.

Назад до



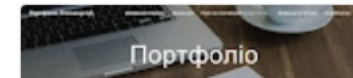
Заголовок сторінки



Google додатки



Портфоліо



Портфоліо



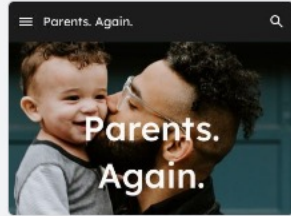
Управлінці

Start a new site

Template gallery ⌵ ⋮



Blank



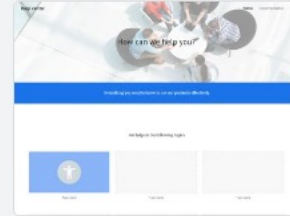
Family Update



Portfolio



Event



Help Center



Project

Recent sites

Owned by anyone ▾



Start your first site



Enter site name

Your page title

Insert Pages Themes



Text box



Images



Embed



Drive

CONTENT BLOCKS

Collapsible group

Table of contents

Advantages



- Easy to use
- Free
- Real-time storage
- Joint work with colleagues on the site
- History of versions
- Entering the Google Analytics identifier

Disadvantages



- It has a simple interface
- Has some limitations



Google Analytics





What is Google Analytics used for?

Google Analytics is a platform that collects data from your websites and apps to create reports that provide insights into your business.


What Google Analytics can tell you?

It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions, discover patterns and trends in user engagement and obtain other visitor information such as demographics.

How is Google Analytics used in marketing?

Audience helps you explore who your customers are, including information such as demographics, location, retention, and device technology. With these metrics, you can interpret the impact of your marketing efforts on various user segments.

About 4.310.000.000 results (0,33 seconds)

 [Google](https://analytics.google.com)
<https://analytics.google.com> › analytics › web

Google Analytics

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.

[Sign in](#) · [\[UA→GA4\] Automatically...](#) · [\[GA4\] Demo account](#) · [About the Google tag](#)

You've visited this page many times. Last visit: 6/30/23

<https://analytics.google.com> › academy › course

Google Analytics for Beginners

Learn the basic features of **Google Analytics** including how to create an account, implement tracking code, analyze basic reports, and set up goals and ...

People also ask

What is Google Analytics?



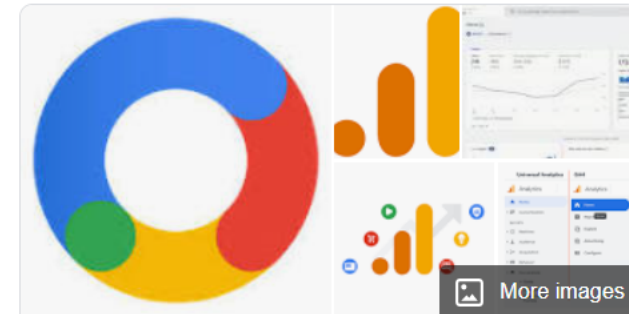
How do I run Google Analytics?




Is Google Analytics free?



Is Google Analytics still useful?



 More images

Google Analytics



Website

 marketingplatform.google.com

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic and also the mobile app traffic & events, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin. [Wikipedia](#)

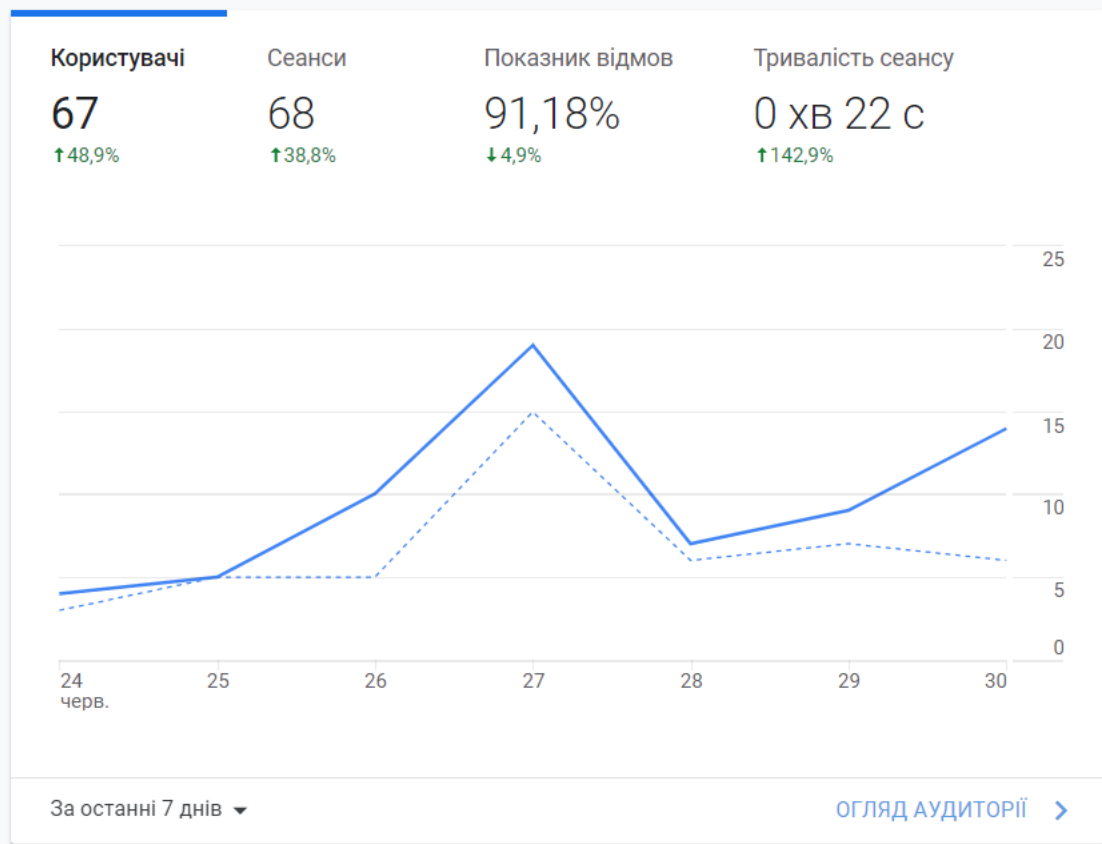
Developer: [Google](#)

Launch date: November 14, 2005

- Пошук звітів і довідки
- Домашня сторінка
- Налаштування
- ЗВІТИ
- У реальному часі
- Аудиторія
- Джерела трафіку
- Поведінка
- Конверсії
- Атрибуція БЕТА
- Відкриття
- Адміністратор

Домашня сторінка Google Analytics

СТАТИСТИКА



Активні користувачі за останні 5 хвилин

0

Перегляди сторінки за хвилину

Найактивніші сторінки

Активні користувачі (останні 30 хвилин)

Немає даних

ЗВІТ У РЕАЛЬНОМУ ЧАСІ



Пошук звітів і довідки

Домашня сторінка

Налаштування

ЗВІТИ

У реальному часі

Аудиторія

Джерела трафіку

Поведінка

Конверсії

Атрибуція BETA



Як ви залучаєте користувачів?



Як ваші активні користувачі змінюються з часом?

Наскільки успішно ви утримуєте користувачів?

Поставте запитання для Спостереження Analytics

WHERE YOU GET YOUR USERS FROM
What percentage of my users came from organic search in the last 30 days?

GEOGRAPHIC ANALYSIS
What states in the United States have the most users?

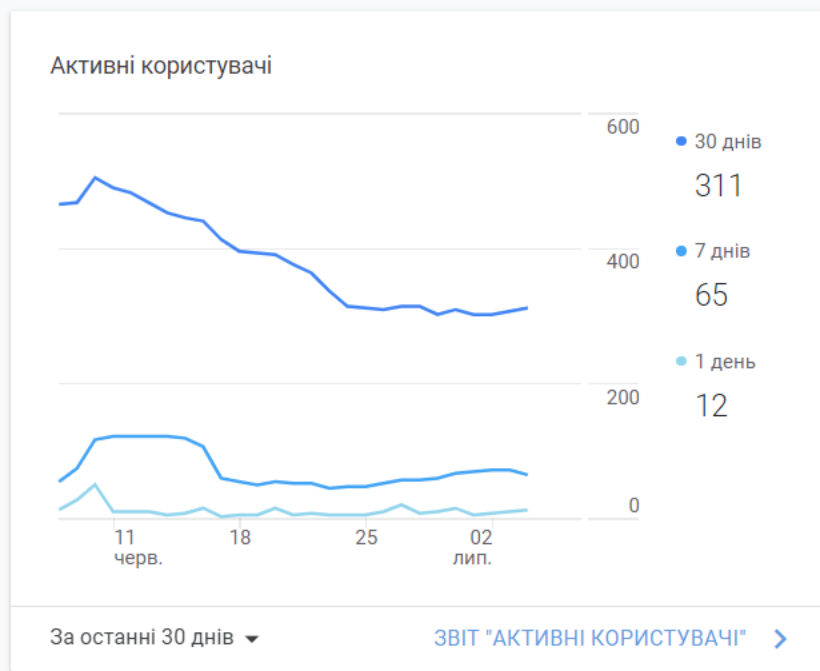
UNDERSTANDING USER BEHAVIOR
What are my top event actions by user?

[ДОКЛАДНІША СТАТИСТИКА >](#)

Пошук звітів і довідки

- Домашня сторінка
- Налаштування
- звіти
- У реальному часі
- Аудиторія
- Джерела трафіку
- Поведінка
- Конверсії

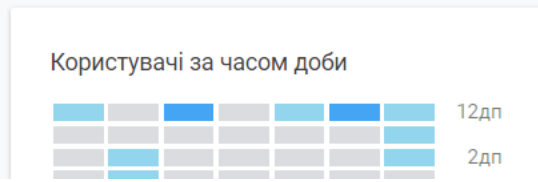
Як ваші активні користувачі змінюються з часом?



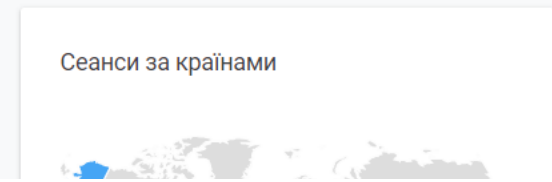
Наскільки успішно ви утримуєте користувачів?



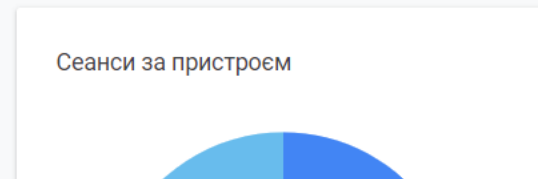
Коли користувачі відвідують ваш сайт?



Де ваші користувачі?



Які пристрої найпопулярніші серед ваших користувачів?



Пошук звітів і довідки

Домашня сторінка

Налаштування

звіти

У реальному часі

Аудиторія

Джерела трафіку

Поведінка

Конверсії

Атрибуція БЕТА

За останні 30 днів

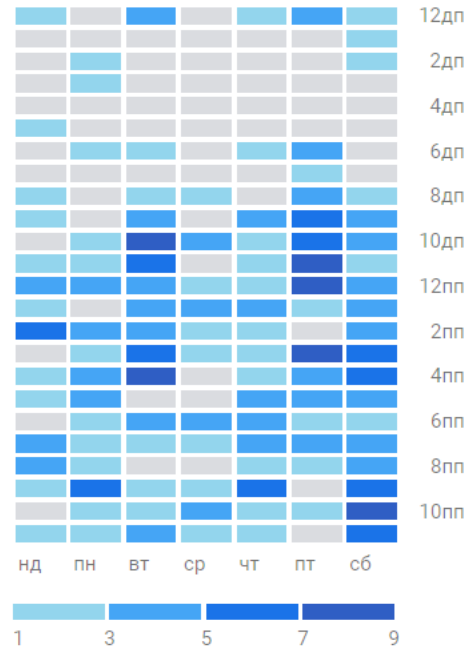
ЗВІТ "АКТИВНІ КОРИСТУВАЧІ"

Останні 6 тижнів

ЗВІТ "КОГОРТНИЙ АНАЛІЗ"

Коли користувачі відвідують ваш сайт?

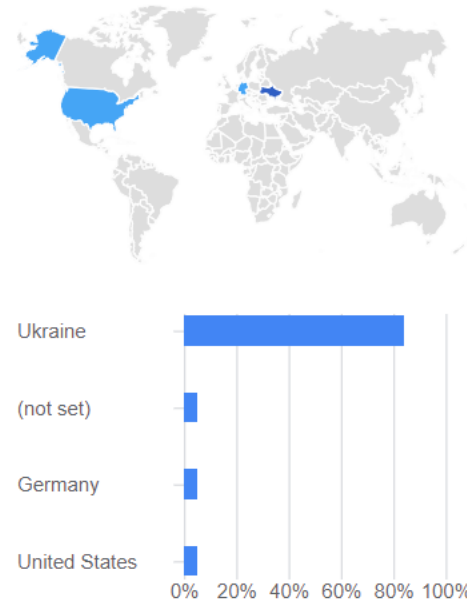
Користувачі за часом доби



За останні 30 днів

Де ваші користувачі?

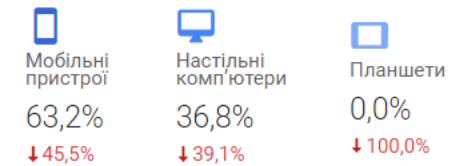
Сеанси за країнами



За останні 7 днів [ОГЛЯД МІСЦЕПОЛ...](#)

Які пристрої найпопулярніші серед ваших користувачів?

Сеанси за пристроєм



За останні 7 днів [ОГЛЯД МОБІЛЬНИ...](#)

Пошук звітів і довідки

- Домашня сторінка
- Налаштування
- Інформаційні панелі
- Спеціальні звіти
- Збережені звіти
- Спеціальні сповіщення

- ЗВІТИ
- У реальному часі
 - Аудиторія
 - Джерела трафіку
 - Поведінка
 - Конверсії

Атрибуція БЕТА

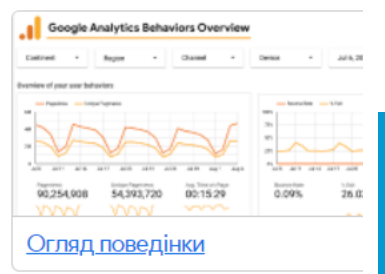
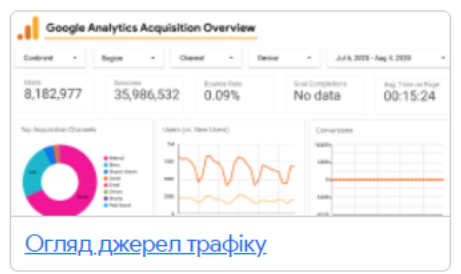
Data Studio

З Центром даних використовуйте свої дані

наповну:

- Отримайте доступ до всіх своїх даних
- Створіть інтерактивні звіти
- Діліться статистикою

[Докладніше](#)



Dashboards

[СТВОРИТИ](#) Усе У спільному доступі Приватне Пошук

Назва	Дата створення	↑	Тип
Немає даних для цього представлення даних.			

Показати рядки 10 0-0 із 0

Усі Вибране Нещодавні [Перейти на портал Marketing Platform](#)


Усі облікові записи

Облікові записи Analytics	Ресурси й додатки
irynapry@gmail.c... 120229943 >	Школа бізнесу і менеджменту UA-120229943-1 >
	Школа бізнесу і менеджменту - GA4 366347063 ✓ ☆

Analytics не зміниться. [Відкрити підключений ресурс](#)

Школа бізнесу і менеджменту

налаштування



Збирайте дані про полі, додавши тег Google на свої веб-сторінки. Докладніше

здійснюється обмін даними



Video

<https://analytics.google.com/analytics/academy/course/6>

The screenshot shows a YouTube video player interface. At the top left, there is a small bar chart icon and the text "Register for Google Analytics for Beginners today!". To the right of this is a "Share" button with a share icon. The main content area is a grid of 12 video thumbnails arranged in 3 rows and 4 columns. The thumbnails are as follows:

- Row 1:
 - Thumbnail 1: "Advanced Google Analytics" - Managing multiple accounts or properties
 - Thumbnail 2: "Advanced Google Analytics" - Categorizing data into users and sessions
 - Thumbnail 3: "Google Analytics for Beginners" - Acquisition reports overview
 - Thumbnail 4: "Google Analytics: Migration Basics" - UA? GA4? What you need to know and do. (Includes a portrait of Matt Luskens)
- Row 2:
 - Thumbnail 1: "Advanced Google Analytics" - Introduction to remarketing
 - Thumbnail 2: "Advanced Google Analytics" - How to create a measurement plan
 - Thumbnail 3: "Google Analytics for Beginners" - Google Analytics for Beginners Wrap-Up
 - Thumbnail 4: "Advanced Google Analytics" - Using Multi-Channel Funnel reports for analysis
- Row 3:
 - Thumbnail 1: "Google Analytics for Beginners" - How to set up goals in Analytics
 - Thumbnail 2: "How to structure your Google Analytics account" - Account Property Data stream, Website App
 - Thumbnail 3: "Advanced Google Analytics" - Introduction to segmentation
 - Thumbnail 4: "Measure user activity with recommended events" (Includes a portrait of Matt Luskens)

At the bottom of the video player, there is a red progress bar, a play button, a volume icon, and the text "1:06 / 1:07". To the right of the progress bar are icons for closed captions (CC), settings (gear), the YouTube logo, and a full-screen icon.

REGISTER

Exercise













<https://learningapps.org/watch?v=pu1javji323>



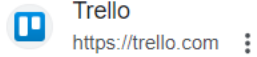
Platforms and services for running projects (startups)

10 Best Project Management Software For Startups

1. [monday.com](#) — Best for collaborative creative teams
2. [Height](#) — Best for its free plan with unlimited members, guests, and tasks
3. [Zoho Projects](#) — Best for scalability
4. [Miro](#) — Best for collaborative whiteboards & visualizations
5. [ClickUp](#) — Best for teams who need a full-featured tool at a low cost
6. [Forecast](#) — Best for managing your projects, resources, and finances in one
7. [Freedcamp](#) — Best mobile app
8. [Trello](#) — Best for Kanban boards
9. [Asana](#) — Best for easy user adoption
10. [Hubstaff](#) — Best free project management for startups

1	 monday.com 	<p>\$8 / month (save 20%) (All Plans)</p>	<p>Visit monday.com</p> <p>Review <input type="checkbox"/> Compare</p>
2	 clickup.com 	<p>\$5 / month (save 44%) (All Plans)</p>	<p>Visit ClickUp</p> <p>Review <input type="checkbox"/> Compare</p>
3	 asana.com 	<p>\$10.99 / month (save 18%) (All Plans)</p>	<p>Visit Asana</p> <p>Review <input type="checkbox"/> Compare</p>
4	 freedcamp.com 	<p>\$1.49 / month (save 40%) (All Plans)</p>	<p>Visit Freedcamp</p> <p>Review <input type="checkbox"/> Compare</p>
5	 trello.com 	<p>\$5 / month (save 16%) (All Plans)</p>	<p>Visit Trello</p> <p>Review <input type="checkbox"/> Compare</p>

About 63.400.000 results (0,41 seconds)



Trello: Manage Your Team's Projects From Anywhere

Make the impossible, possible with **Trello**. The ultimate teamwork project management tool. Start up a board in seconds, automate tedious tasks, ...

Results from trello.com

Login

Trello. To use Trello, please enable JavaScript. Your ...

Trello Board

Trello is the visual tool that empowers your team to manage ...

Trello App

Meet Trello. Trello makes it easy for your team to get work done ...

Pricing

Trello makes it easy for your team to get work done. No matter the ...

People also ask :

Trello

Software



Trello is a web-based, kanban-style, list-making application and is developed by Trello Enterprise, a subsidiary of Atlassian. Created in 2011 by Fog Creek Software, it was spun out to form the basis of a separate company in New York City in 2014 and sold to Atlassian in January 2017. [Wikipedia](#)

Initial release date: 2011

Developer: [Atlassian](#), [Joel Spolsky](#), [Glitch](#)

Available in: 21 languages

Operating system: [Web application](#), [macOS](#), [Windows OS](#), [iOS 12+](#), [Android 5.1+](#)

Size: 15.68 MB (Android); 139.7 MB (iOS); 79.15 MB (Windows)

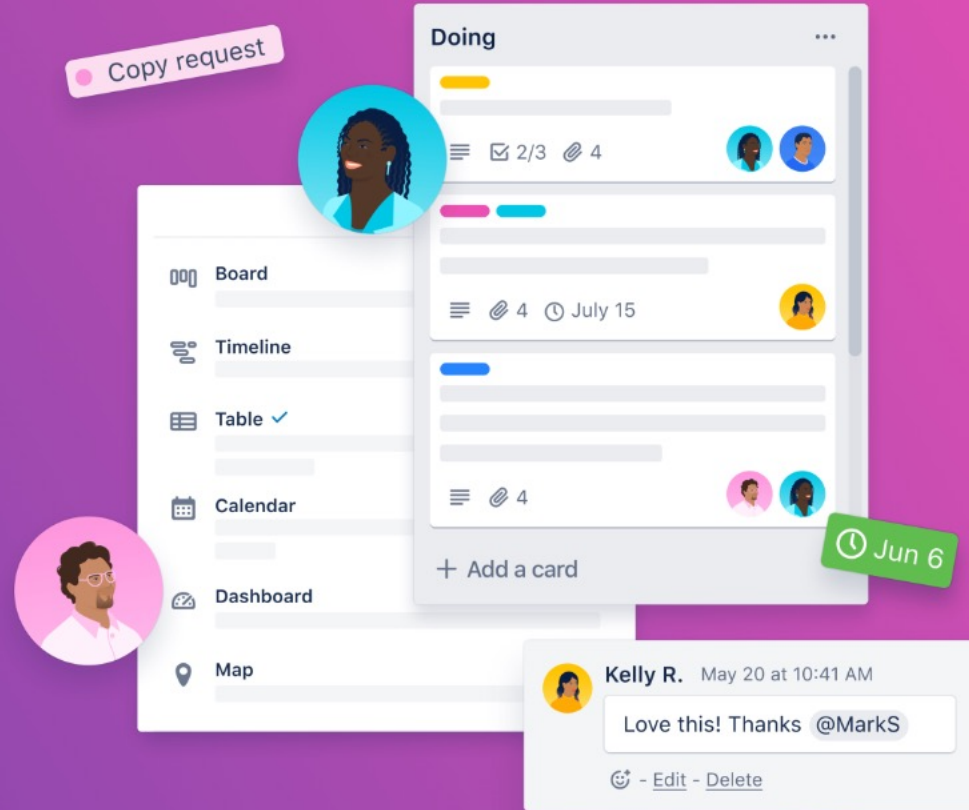
Trello brings all your tasks, teammates, and tools together

Keep everything in the same place—even if your team isn't.

Email

Sign up - it's free!

[Watch video](#) 



A productivity powerhouse

Simple, flexible, and powerful. All it takes are boards, lists, and cards to get a clear view of who's doing what and what needs to get done.

Boards

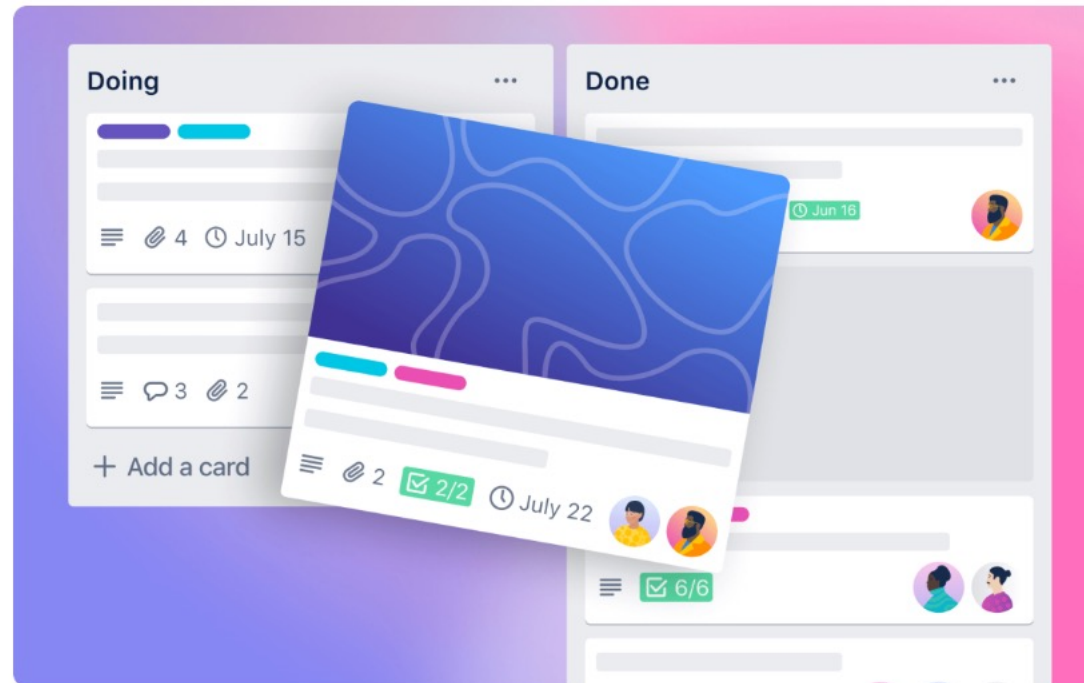
Whatever the project or process, boards keep tasks organized and work moving forward. In a glance you can see everything from “things to do” to “aww yeah we did it!”

Lists

The different stages of a task. Start as simple as To Do, Doing, or Done—or build a workflow custom fit to your team's needs. There's no wrong way to Trello.

Cards

Cards represent tasks and can hold all the information you need to get the job done. As you make progress, move cards across lists to show their status.



Manage tasks with ease

Cards keep all of the information your team needs organized and in one place. Assign members, add due dates, leave comments, and more.

Members

Keep everyone accountable and never have to ask “who’s doing that?” by adding members to cards for their projects and tasks.

Due dates

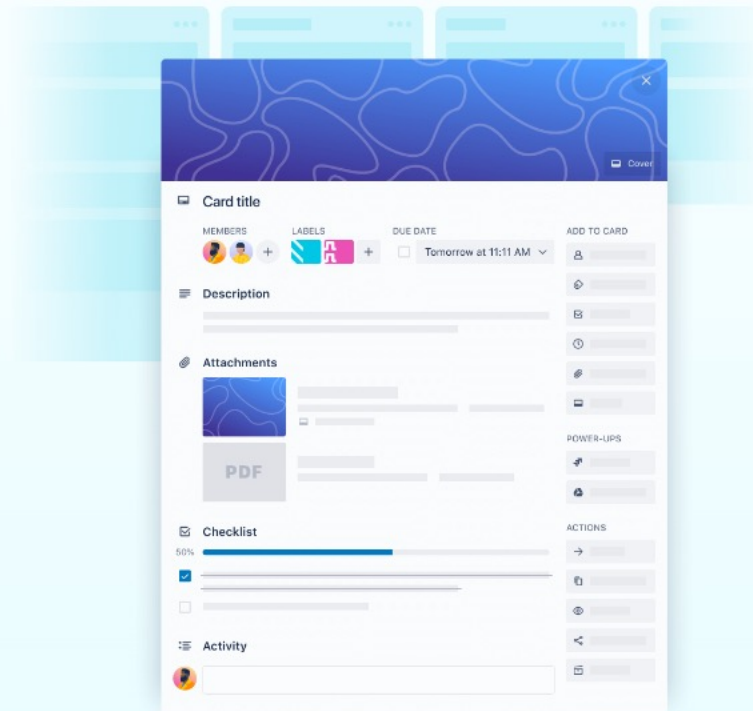
Doing and due dates go hand in hand. They’re easy to set, hard to miss (with reminders!), and oh-so-satisfying to mark as “done.”

Attachments

No more digging through endless email chains to find attachments. Just drag and drop them onto a card so the right files stay with the right tasks.

Checklists

Your best tool to overpower overwhelming asks. Break big tasks into small ones, check things off the list, and watch that status bar go to 100% complete.



- Boards
- Templates
- Home
- Workspaces
 - 001
 - 12
 - 123
 - Сучасна аудиторія
 - МБА-21
 - МБА-22з
 - МБА-31
 - ПУА-21
 - Студенти ПУА-21
 - УНЗ

Starred boards

1 вересня
123

10/10-2019
12

1
МБА-31

23.11.2021
Студенти ПУА-21

УНЗ-11з_03.11.2022
123

Recently viewed

ПУА-11_2023

19/12/2022

Проект 17.03.2022

YOUR WORKSPACES

001

Boards

Views

Members (1)

Settings

Upgrade

ПроектП

Проект 1

ПУА-11_2023

- Boards
- Templates
- Home
- Workspaces
 - 001
 - 12
 - 123
 - Сучасна аудиторія
 - МБА-21
 - МБА-22з
 - МБА-31
 - ПУА-21
 - Студенти ПУА-21
 - УНЗ

Create board
A board is made up of cards ordered on lists. Use it to manage projects, track information, or organize anything.

Start with a template
Get started faster with a board template.

Create Workspace
A Workspace is a group of boards and people. Use it to organize your company, side hustle, family, or friends.

Recently viewed

YOUR WORKSPACES

001 [Boards] [Views] [Members (1)] [Settings] [Upgrade]

- Boards
- Templates
- Home
- Workspaces
 - 001
 - 12
 - 123
 - Сучасна аудиторія
 - МБА-21
 - МБА-22з
 - МБА-31
 - ПУА-21
 - Студенти ПУА-21
 - УНЗ

Create board

Background

Board title *
11.07.2023

Workspace
12

Visibility
Private

Create

Start with a template

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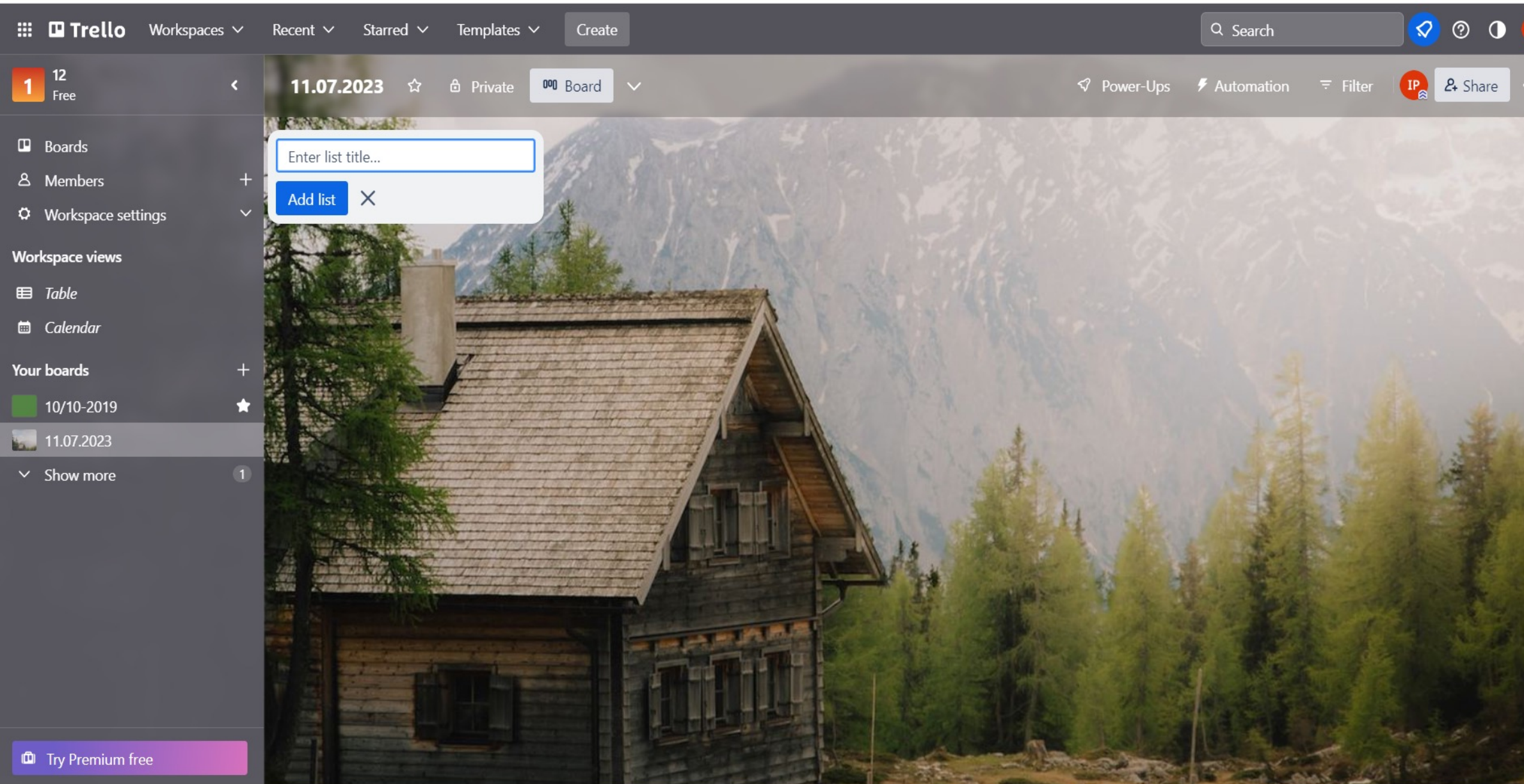
1 вересня 123

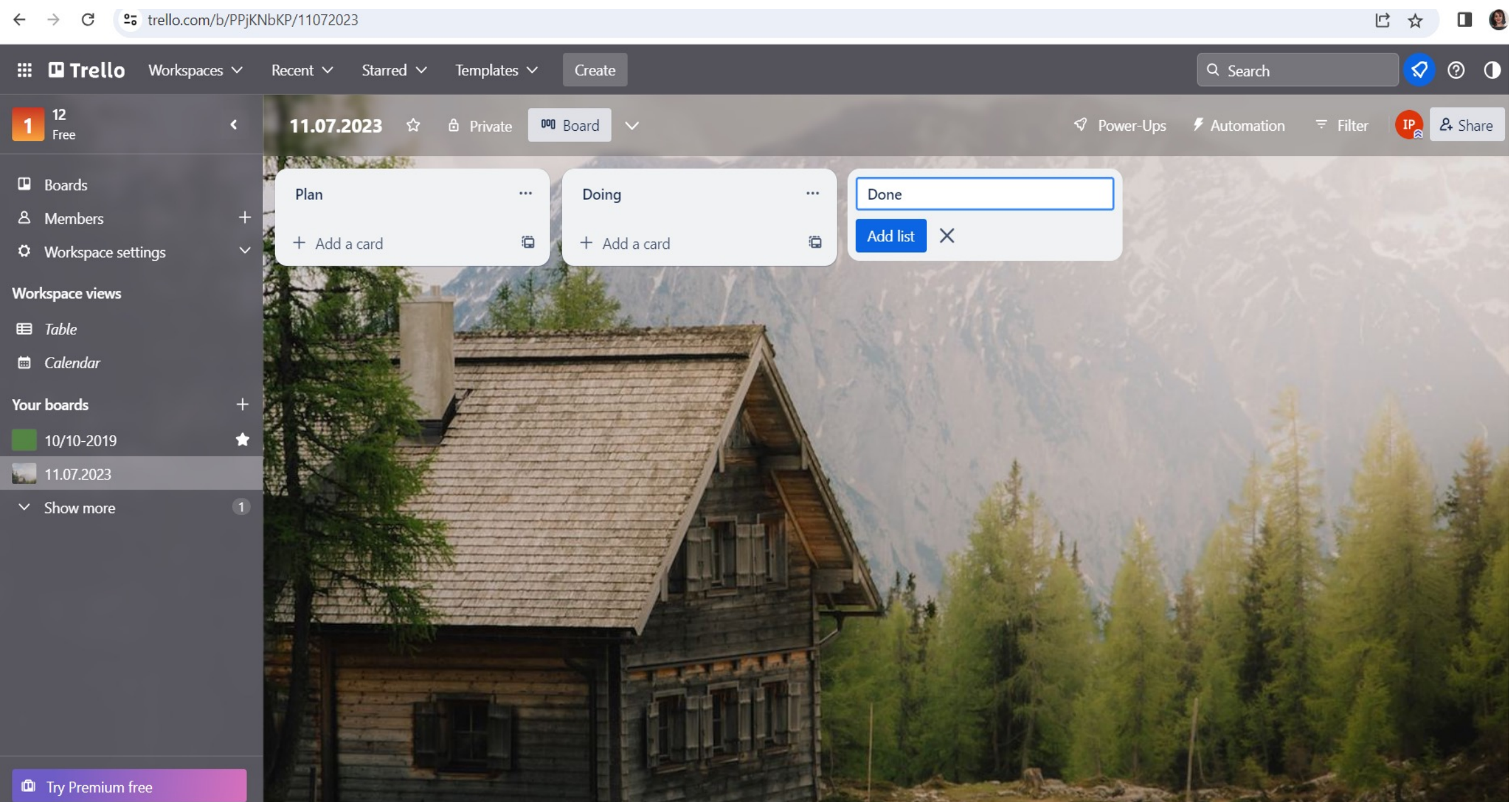
УНЗ-11з 123

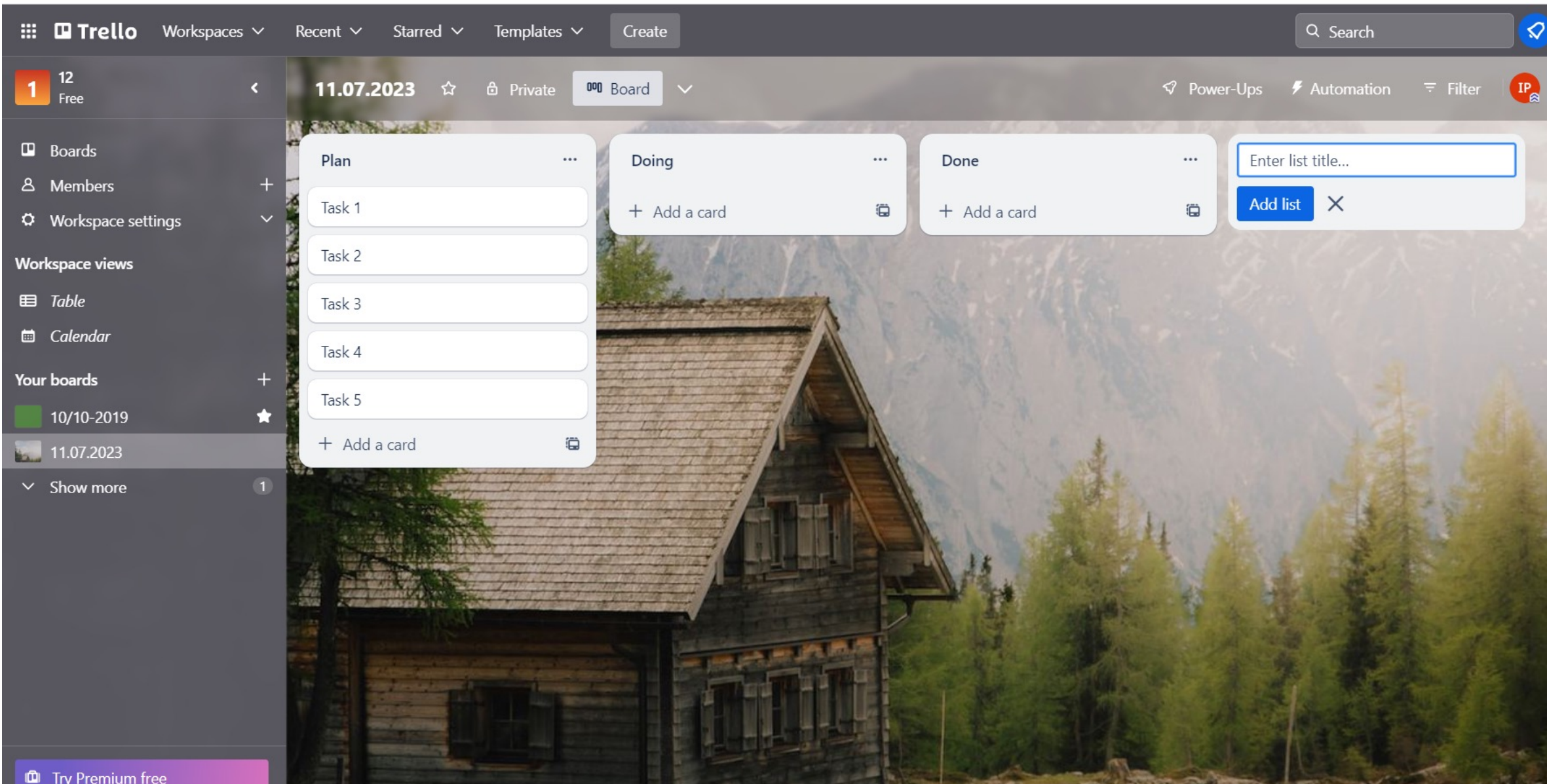
1 МБА-31

23.11.2021 Студенти ПУА-21

Проект 17.03.2022







Task 1
in list [Plan](#)

Notifications
Watch

Description ⓘ

Aa ▾ | **B** *I* ... | ☰ ▾ | 🔗 📎 + ▾ | 📎 M+ ?

Use Markdown shortcuts to format your page as you type, like * for lists, # for headers, and --- for a horizontal rule.

Save Cancel [Share feedback](#)

Activity [Show details](#)

IP Write a comment...

Add to card

- Members
- Labels
- Checklist
- Dates
- Attachment
- Cover
- Custom Fields

Power-Ups

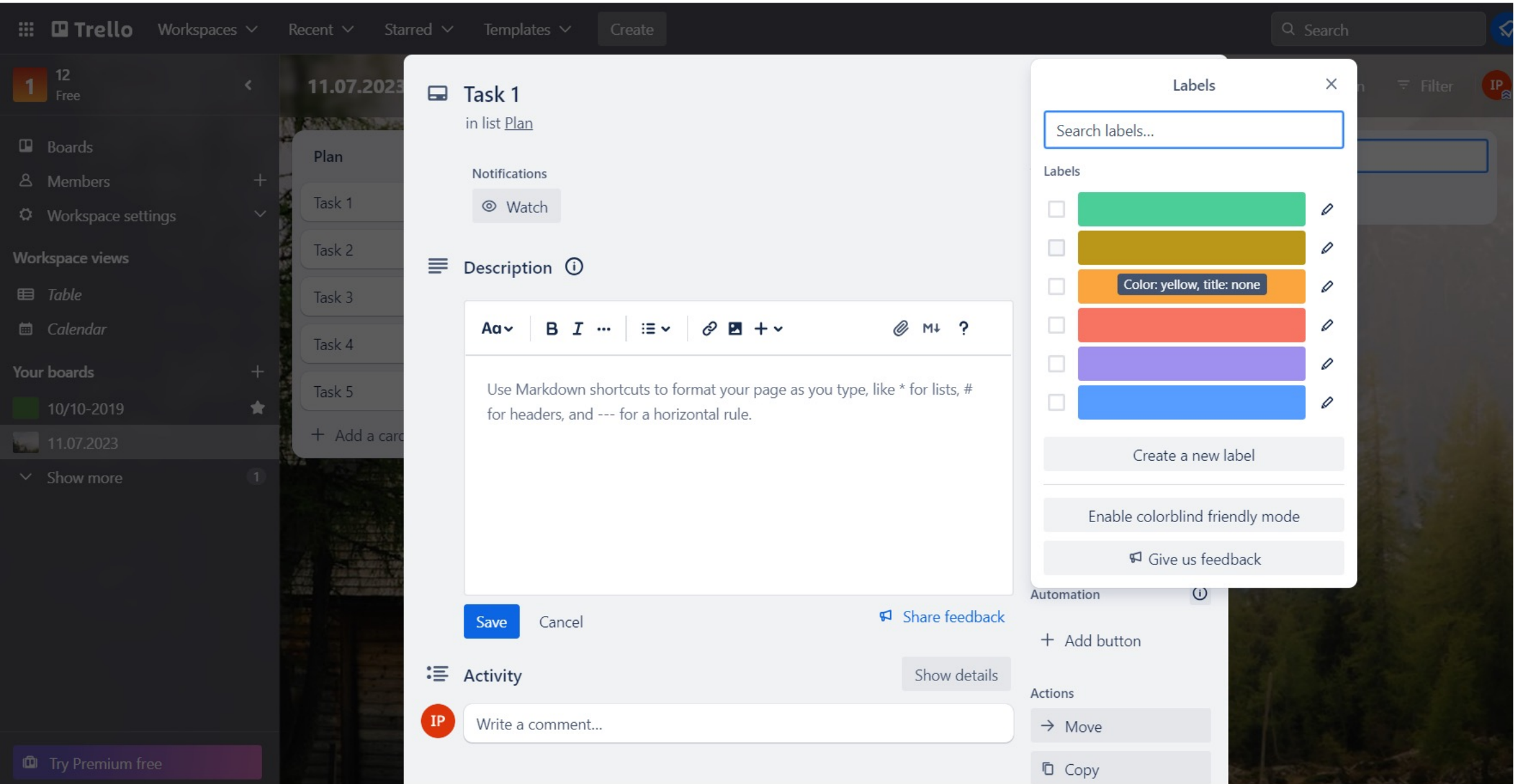
- + Add Power-Ups

Automation ⓘ

- + Add button

Actions

- Move
- 📄 Copy



Trello Workspaces ▾ Recent ▾ Starred ▾ Templates ▾ Create

12 Free

Boards Members Workspace settings

Workspace views
Table Calendar

Your boards
10/10-2019
11.07.2023
Show more

11.07.2023

Plan
Task 1 0/3
Task 2
Task 3
Task 4
Task 5
Add a card

Task 1
in list [Plan](#)

Labels: [Green] + Notifications: Watch

Description
Add a more detailed description...

Checklist Delete
0%
Step 1
Step 2
Step 3
Add an item
Add Cancel Assign Due date @ ☺

Activity Show details
IP Write a comment...

Add to card
Members
Labels
Checklist
Dates
Attachment
Cover
Custom Fields

Power-Ups
Add Power-Ups

Automation ⓘ
Add button

Actions
Move
Copy

Trello Workspaces Recent Starred Templates Create Search

12 Free

Boards Members Workspace settings

Workspace views Table Calendar

Your boards 10/10-2019 11.07.2023 Show more

Try Premium free

11.07.2023

Plan Task 1 0/3 Task 2 Task 3 Task 4 Task 5 Add a card

Task 1
in list [Plan](#)

Labels + Notifications Watch

Description
Add a more detailed description...

Checklist Delete
0%
 Step 1
 Step 2
 Step 3
Add an item
Add Cancel Assign Due date @ 😊

Activity Show details
IP Write a comment...

Dates

< July 2023 >

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Start date
 D/M/YYYY

Due date
 09/07/2023 00:32

Set due date reminder
1 Day before

Reminders will be sent to all members and watchers of this card.

Save
Remove

Trello Workspaces Recent Starred Templates Create Search

12 Free

Boards Members Workspace settings Workspace views Table Calendar Your boards 10/10-2019 11.07.2023 Show more

11.07.2023 Plan Task 1 10 Jul Task 2 Task 3 Task 4 Task 5 Add a card

Task 1
in list [Plan](#)

Labels Notifications Watch Due date 10 Jul at 00:32

Description
Add a more detailed description...

Checklist
0%
 Step 1
 Step 2
 Step 3

Activity

Attach

Attach a file from your computer
You can also drag and drop files to upload them.

Search or paste a link

Display text (optional)

Trello Jira

RECENTLY VIEWED

- Task 5
11.07.2023 • Viewed 14 minutes ago
- ПУа-11_2023
001 • Viewed May 12, 2023
- Завдання 4
ПУа-11_2023 • Viewed May 12, 2023
- Завдання3
ПУа-11_2023 • Viewed May 4, 2023
- Завдання 2
ПУа-11_2023 • Viewed May 4, 2023

Search for links to Trello, Jira, or Confluence.
Paste links from Google Drive, OneDrive, Dropbox, or anywhere.

Trello Workspaces Recent Starred Templates Create

12 Free

Boards Members Workspace settings

Workspace views Table Calendar

Your boards 10/10-2019 11.07.2023 Show more

Plan

Task 1

Task 2

Task 3

Task 4

Task 5

+ Add a card

Task 1

in list [Plan](#)

Labels Notifications Watch Due date 10 Jul at 00:32

Description

Add a more detailed description...

Checklist

0% Step 1 Step 2 Step 3 [Delete](#)

[Add an item](#)

Cover

Size

[Remove cover](#)

Text color Task 1 Task 1

Colors

Attachments [Upload a cover image](#)

Tip: Drag an image on to the card to upload it.

Photos from Unsplash

[Search for photos](#)

By using images from Unsplash, you agree to their [license](#) and [Terms of Service](#)

Trello Workspaces Recent Sta

12 Free

Boards

Members

Workspace settings

Workspace views

Table

Calendar

Your boards

10/10-2019

11.07.2023

Show more

Try Premium free

in list Plan

Labels +

Notifications Watch

Due date 10 Jul at 00:32

Description

Add a more detailed description...

Checklist Delete

0%

Step 1

Step 2

Step 3

Save × Assign Due date 😊 @ ...

Add an item

Activity Show details

IP Write a comment...

Search

Automation

Add another list

Members

Labels

Checklist

Dates

Attachment

Custom Fields

Power-Ups

Add Power-Ups

Automation ⓘ

Add button

Actions

Move

Copy

Make template

Archive

Share

Trello Workspaces ▾ Recent ▾ Starred ▾ Templates ▾ Create

12 Free

11.07.2023 ☆ Private Board ▾

Power-Ups Automation Filter IP

Boards Members + Workspace settings ▾

Workspace views

Table Calendar

Your boards +

- 10/10-2019 ☆
- 11.07.2023
- Show more 1

Try Premium free

Plan ...

- Task 2
- Task 3
- Task 4
- Task 5
- + Add a card

Doing ...

- Task 1
- + Add a card

Done ...

- + Add another list
- + Add a card

Trello interface showing a board with columns: Plan, Doing, Done. The board is titled "11.07.2023" and is private. The background image shows a wooden cabin in a mountainous landscape.

Navigation: Workspaces, Recent, Starred, Templates, Create, Search, IP, Share.

Board Columns:

- Plan**: Task 2, Task 3, Task 4, Task 5, + Add a card
- Doing**: Task 1 (with image), + Add a card
- Done**: + Add a card

Menu:

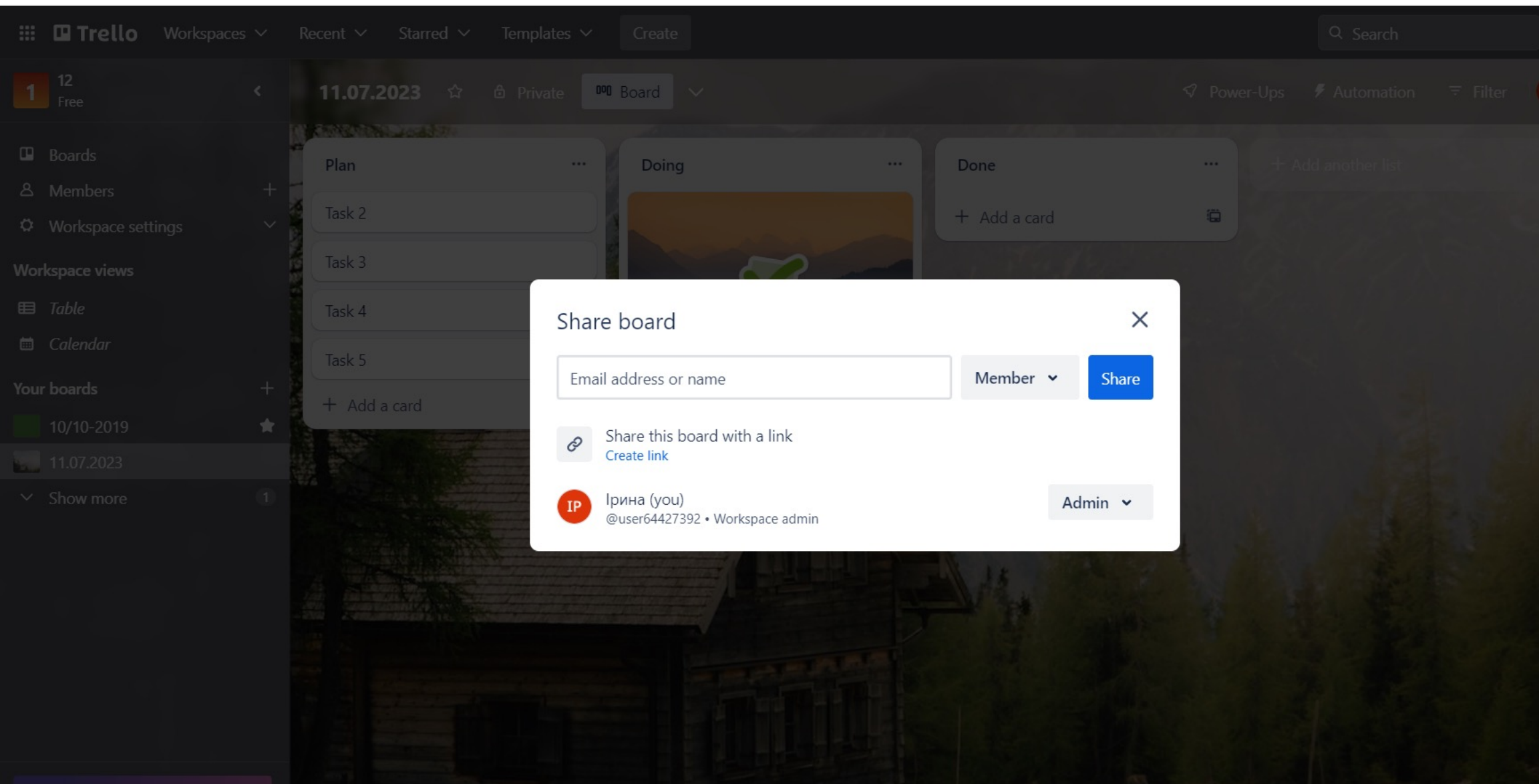
- About this board
- Change background
- Custom Fields
- Stickers
- More
- Automation
- Power-Ups
- Activity

The image shows a screenshot of the Trello web interface. At the top, there is a navigation bar with 'Trello' logo, 'Workspaces', 'Recent', 'Starred', 'Templates', and a 'Create' button. A search bar and utility icons are on the right. The main area displays a Kanban board for '11.07.2023' with columns: 'Plan' (containing Task 2, 3, 4, 5), 'Doing' (containing Task 1 with a green checkmark sticker), and 'Done'. A 'Stickers' panel is open on the right, showing a search bar for GIPHY stickers and a 'Taco pack' of dog stickers. The background of the board is a scenic image of a wooden cabin in a mountainous area.

12 Free

- Boards
- Members
- Workspace settings
- Workspace views
 - Table
 - Calendar
- Your boards
 - 10/10-2019
 - 11.07.2023
 - Show more

Try Premium free



- 12 Free
- Boards
- Members +
- Workspace settings
- Workspace views
 - Table
 - Calendar
- Your boards +
 - 10/10-2019
 - 11.07.2023
 - Show more

1 12 Private

Invite Workspace members

Members

Members of Workspace boards

Workspace members (1)

Guests (1)

Pending

Upgrade for more permissions controls

Decide who can send invitations, edit Workspace settings, and more with Premium.

[Try Premium free for 14 days](#)

Workspace members (1)

Workspace members can view and join all Workspace visible boards and create new boards in the Workspace.

Invite members to join you

Anyone with an invite link can join this Free Workspace. You can also disable and create a new invite link for this Workspace at any time.

Invite with link

Filter by name

Iryna Piatnychuk
@user64427392

On 3 boards

Admin ?

Leave

You are offline.

Changes made now will not be saved.

Trello Workspaces ▾ Recent ▾ Starred ▾ Templates ▾ [Create](#)

12 Free

12 Private [Invite Workspace members](#)

Boards

Most popular templates

Get going faster with a template from the Trello community or

Template
Project Management

Template
Kanban Template

Template
Simple Project Board

Template
Remote Team Hub

[Browse the full template gallery](#)

Sort by **Filter by**

Search

- Boards
- Members +
- Workspace settings ▾
- Workspace views
 - Table
 - Calendar
- Your boards +
 - 10/10-2019 ★
 - 11.07.2023
 - Show more 1

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Iryna Piatnychuk

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