

FINANCIAL PYRAMID “MMM”
students Karachun V.I. Pivankova L.V.
scientific supervisor – senior lecturer Korzun O.F.
Belarusian National University of Technology
Minsk, Belarus

Life without money is impossible to imagine. Everyone wants to improve their financial situation, and this is not surprising. But these goals are achieved in different ways: someone works more, someone invests, and someone earns outside the law.

In 1989, the cooperative "MMM" was born in Moscow, named after the first letters of the surnames of its founders — Sergey and Vyacheslav Mavrodi, as well as Olga Melnikova. The activity of the young company consisted in the sale of foreign office equipment in the Soviet Union. The profit from this became the basis for the future pyramid.

Already in 1991, the company became number one in the office equipment market and allowed to conduct a large-scale advertising campaign - citizens' travel for one day was paid in all directions of the metro. The MMM Foundation is a successful and well—known company, which, against the background of the collapse of the USSR, seemed to have the brightest future. On February 7, 1994, the company took an important step — announced the launch of bilateral and independent quotations. This approach guaranteed margin when buying and selling issued shares. The demand for "MMM" securities has increased sharply, and their prices have also increased [1].

At the beginning of August 1994, the number of depositors reached huge proportions. A new stage in the turnover of issued tickets was the transition from purchase and sale to voluntary donations. The depositor allegedly gave his own savings to the needs of Mavrodi, and the papers were handed to him as a souvenir.

Already on August 4, the founder of the pyramid scheme was arrested on official charges of tax evasion. The tax authorities announced the discovery of gross violations of the law and ordered to recover almost 50 billion rubles from the state budget. The organization's activities were outlawed — "MMM" lasted only six months. On April 28, 2007, a Moscow court sentenced Sergei Mavrodi to four years and six months in prison, serving his sentence in a general regime colony.

While in custody, Mavrodi tried to nominate his candidacy for deputy. Having won the election, he was released. He refused all material privileges in connection with his new position.

In September 1997, AOOT "MMM" was declared bankrupt. The number of officially recognized victims is more than 10 thousand people. Moreover, when "MMM" ceased its activities, many people lost everything. After all, in pursuit of easy money, they invested, as well as personal savings, and borrowed from loved ones, sold apartments, cars and everything that had at least some value. After being released, Sergey Mavrodi did not stay in the shadows for long. Already in 2011, he launched a new pyramid – "MMM-2011". The scheme of work remained the same.

You should always remember that there is no easy money. People, seeking to earn a lot of money, can do anything, including cheating. That was the example of the company "MMM".

References

1. Финансовая пирамида MMM. [Electronic resource]. – Mode of access: <https://fb.ru/article/473944/istoriya-mmm-sozdatel-i-sut-genialnogo-obmana?ysclid=lffd2xxt95511190977> . – Date of access: 14.03.2023