

CROWDFUNDING

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Резюме – в данной статье рассматривается такой финансовый процесс, как краудфандинг, его виды, составляющие и цели.

Resume – this article discusses such a financial process as crowdfunding, its types, components and goals.

Introduction. Financial assistance has always been and will be an integral part of existing business processes. When a company or an individual entrepreneur doesn't have enough funds to develop a business or implement their own ideas, they turn for help to resourceful or just not indifferent people who can provide their resources and help to achieve these goals. One of the peculiar forms of financial support for original ideas and projects is crowdfunding.

Main part. The term "crowdfunding" nowadays implies attracting financial means to encourage growth and development of a project, initiative, enterprise or program through contributions from numerous outsiders via the Internet [1].

Authors, investors and crowdfunding platforms are three main parties that are directly involved in the crowdfunding process. Its essence is to provide a suitable and propitious environment for the creator of the idea to present his project on an independent platform and announces a fundraiser, inviting users to financially support him. These users are called backers, sponsors or investors, and they are people or companies who invest their own resources in the development of the submitted project. A crowdfunding platform is usually a website where recipients post their business projects. It is a service that unites entrepreneurs and potential investors and acts as intermediaries between them. The platform can provide its services for free or earn commissions for posting ideas and making payments [2]. Thus, the sponsors advance the seller, and he guarantees them the provision of goods or services upon the successful completion of the project. With this type of financing, investors normally receive a number of unique bonuses.

Depending on the remuneration that the investor receives, crowdfunding is divided into [3]:

1. Reward crowdfunding. With this type of crowdfunding, the company publicly thanks the sponsor, invites him to various workshops and events, mentions his name in the media or advertising campaigns, sends him future products or souvenirs for free or at a significant discount.

2. Debt crowdfunding. This type of crowdfunding is characterized by the return of a loan with interest to the investor or providing him with a share of the profit, a percentage of sales. The amount of remuneration is indicated in the investment offer and often depends on the amount of the contribution.

3. Equity crowdfunding. This type is used by companies when they raise funds through the sale of a stake in their project. The received shares of the

enterprise subsequently bring the donator passive income, resembling the common practice of buying shares of already existing and prosperous companies.

4. Charity crowdfunding. This type of crowdfunding can be singled out separately, since it does not imply any remuneration – free of charge.

Crowdfunding can be used for a variety of purposes: helping victims of natural disasters, supporting political campaigns, financing small and middle-sized-businesses and startups, creating free software, profiting from joint investments, and much more. In business, crowdfunding helps to find financial means for the creation and development of a company, production and launch of innovative products, it is a PR and marketing tool that allows authors to test their idea for strength and assess the level of interest of the audience.

The leaders in terms of crowdfunding market volumes are China, Japan, South Korea and the USA, where the share of such contributions in the investment market ranges from 2 % to 5 %. For a long time, the sphere of crowdfunding in Belarus was not regulated by legislation, but the situation changed on May 25, 2021. Decree No. 196 "On online Borrowing and leasing services" was signed. This Decree regulates the sphere and allows citizens and legal entities to raise funds using online borrowing services [4].

Conclusion. Crowdfunding is, indeed, an advantageous and modern way to attract resources from outside for the implementation of projects and ideas, however the idea should seem valuable and useful to at least a small group of people, so that someone wants to donate part of their own resources. The main condition for an effective crowdfunding campaign is the social significance of the project, due to which really worthwhile ideas will be able to find both funding and well-deserved publicity among investors.

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