

Crowdfunding regional platform – a source of investments in the intellectual capital development

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In the introductory part of the article it is pointed to the need for innovation intensive enterprises as the main direction of development of intellectual capital in order to maintain its competitiveness. There is noted the need to borrow and adapt mechanism of crowdfunding to finance this activity.

Analysing the works of many scientists the conclusions are made about the need of research of crowdfunding model adaptation mechanism to local realities as a source of investment in the development of the company intellectual capital.

In the main part of the work made proposals to establish a regional pilot crowdfunding platform at the Department of Economics and International Relations of the Kharkiv Regional State Administration. The main purpose of this is to increase funding for innovative activity to increase the intellectual capital of enterprises to improve their competitiveness. The mechanism of its work, functions and benefits of its activities are shown. The detailed review of the structural elements of the mechanism of this platform is done.

Checked the relevance of the put forward proposals to existing national and regional programs of innovative development.

It is supposed appeal of individuals and entities to a crowdfunding company to attract investments for various projects. This relies on a crowdfunding company a large number of functions: legal services, insurance, marketing, organization, control, transaction of money, analytical support and others.

The proposed crowdfunding model has many benefits: simplicity and democracy, transparency and reliability, flexibility, implementation of various national and regional development programs, availability of the investment process for all companies and individuals.

In the paper the conclusion is made that regional crowdfunding company is a simple and effective for both companies and potential investors among ordinary citizens. Development of regional crowdfunding companies is the first step to develop a strong crowdfunding infrastructure in Ukraine – the key to business development of different size, production and implementation of innovations in production.