

MONEY, FINANCES AND CREDIT

CROWDFUNDING: THE MODERN WORLD TRENDS AND PERSPECTIVES OF SPREADING IN UKRAINE

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The article is devoted to the actual problem of finding alternatives to finance needs of economic agents. The authors emphasize the importance of crowdfunding functions. A special attention is paid to how sponsors can take part in the financing of, and what motivates them. This paper outlines the features of crowdfunding.

The article deals with the Ukrainian experience of the functioning of crowdfunding platforms. Special attention is drawn to the fact that it is not developed, among other things because of the legislative problems. The features of the activities of such Ukrainian platforms as Ukrainian Philanthropic Marketplace, Spilnocosht, Na-Starte are considered. The basic indicators of crowdfunding platforms in Ukraine and abroad, particu-

larly in France, are revealed. The role of the world-known platforms as Kickstarter and Indiegogo is emphasized; its tasks and characteristics are studied. The main spheres of activities of the French crowdfunding platforms Babeldoor, Bulb in Town, Dartagnans, Culture Time are described in the article. The key indicators of the French crowdfunding market are not left without attention.

A special attention is paid to the advantages and disadvantages of using this innovative financial instrument.

As a result, it is concluded the fact that the crowdfunding can have many positive effects and be used as an effective instrument in market conditions. The necessity of taking into account the international experience is underlined.