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FINANCIAL AND ECONOMIC ESSENCE AND TRENDS OF CROWDFUNDING IN TODAY'S BUSINESS ENVIRONMENT

The article deals with the financial and economic essence of crowdfunding. It identified the differences from traditional forms of crowdfunding to raise funds to finance the projects. Generalized and systematized based on types of crowdfunding goal developers (authors) projects and reward features of social investors. Attention is paid to the peculiarities and typology of crowdfunding platforms, depending on the order of fundraising. Abstract figures and trends of crowdfunding in today's business environment.

The specifics of the modern environment is that the development community as well as individual entities, depends on the ability to attract and efficient use of financial resources.

Due to the impact globalization processes and development of information technology, the spread of social networking there are new forms of public finances based not on government guarantees or share capital, and on public participation. Different types of communities appears to understand that the quickest and most effective way to solve the problem of finding resources for their own development - it does not search for the cheapest credit or lobbying the authorities, and self-financing.

Therefore, the question of the relevance become extremely problematic and require further theoretical and applied research.

Crowdfunding - New technology to raise funds a large number of investors - Internet users related to social networks, to finance various projects. Crowdfunding defined as

«funding from the world on a string», «social bank», «collective purse», «popular finance», «People's clubbing.»

Crowdfunding - a technology of social financing through the Internet, Form of social investment that they carry persons that are not institutional investors, such as government, business, investment funds, venture capital, business angels and others. The main actors are the social finance people for whom making money in certain projects (production, innovation, cultural etc.) occupation is temporary and additional to the main types of economic activity.

Funding in this case through specialized Internet platform to help create the most complete description of the project or funding requirements. For more informative and motivating potential investors are placed investments in the form of photos, links to videos, documents (business plan, etc.) In addition, notes required amount for financing, the period for which the money involved, the proposed percentage of income. With the social nature of the project, with donations usually indicates that the non-repayable financial assistance. There is a practice of presenting projects in such popular portals social networks, mailing information to potentially interested groups.

In summary, it can be argued that crowdfunding - an innovative financial service, the main idea is based on the cooperation in the form of the collective funding of different kinds of projects to achieve set objectives, implemented through capital formation. It

comes in small amounts from a large not previously known number of people based on open competition using Internet technologies. Crowdfunding can attract like-minded people on the project preferences, ideas, tastes and character. There may be a true test of a new instrument for the project, determin-

ing the target audience, learning preferences and wishes of potential customers. Considering all the facts and trends of modern business technologies, crowdfunding in the short term, with appropriate legislative provision rightly converted the Financial experiment successful working tool.