

Market of Alternative Ways of Attracting Financing: Investment Platforms

I.A. Khusnatdinov¹, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

A.L. Barannikov², S.Yu. Witte Moscow University, RANEPA, Assoc. Prof. PhD (Tech.)

A.Sh. Gizyatova², Moscow Financial and Industrial University Synergy (University Synergy), Assoc. Prof. PhD (Ec.)

E.N. Kiseleva², University Synergy, Assoc. Prof. PhD (Ec.)

S.Yu. Eroshkin², University Synergy, Assoc. Prof. PhD (Ec.)

¹ Master Student, Moscow, Russia

² Associate Professor, Moscow, Russia

Citation: Khusnatdinov I.A., Barannikov A.L., Gizyatova A.Sh., Kiseleva E.N., Eroshkin S.Yu. Market of Alternative Ways of Attracting Financing: Investment Platforms, *Kompetentnost' / Competency (Russia)*, 2023, no. 4, pp. 14–18. DOI: 10.24412/1993-8780-2023-4-14-18

key words

investments, crowdfunding,
innovations, business, economics,
post-industrial society, projects

Having analyzed the world experience, as well as economic, legislative and other aspects, we considered the development of investment platforms in the Russian Federation. According to the data of the Bank of Russia on the volume of the investment market through information platforms, over the past few years there has been a significant increase in the market volume in this part of the FinTech industry. In Russia, according to the Central Bank, the volume of transactions concluded using information platforms reached 11 billion rubles (for 2019).

Interestingly, Planeta.ru is considered the most popular crowdfunding platform in Russia, although it is not included in the official register and according to its documents is not an investment platform.

We have considered various types of crowdfunding and its varieties — crowdlending and crowdinvesting. And we determined that crowdlending leads in the total amount of funds raised using investment platforms.

The analysis of the factors affecting the quality and quantity of private investments in the economy allows us to conclude about a special innovative trend in the global and Russian market in a post-industrial society.

References

1. Rosstat revealed the difficulties with assessing the contribution of small businesses to the economy; <https://www.rbc.ru/economics/31/10/2019/5db9abe99a794773c1fbd2e0> (acc.: 20.05.2022).
2. Barannikov A.L. Kraudfanding i kraudinvesting — novye instrumenty privilecheniya investitsiy v Industrii 4.0 [Crowdfunding and crowdinvesting are new tools for attracting investments in Industry 4.0], *Novaya ekonomika Rossii v Industrii 4.0: materialy Vseross. (nats.) nauch.-prakt. konf.*, Moscow, *Moskovskiy universitet im. S.Yu. Witte*, 2022, pp. 463–470. — EDN YBWENG.
3. Federal Customs Service of Russia: data on export-import of Russia for January-December 2021; <https://customs.gov.ru/press/federal/document/325325> (acc.: 25.05.2022).
4. Doing Business 2020 country ranking in the table from the World Bank; <https://tyulyagin.ru/ratings/rejting-stran-doing-business-2020.html> (acc.: 25.05.2022).
5. Putin announced the need to increase the share of small businesses to 40 %; <https://www.rbc.ru/rbcfreenews/5a97d5509a794770536456f9> (acc.: 27.05.2022).
6. Development of alternative investment mechanisms: direct investment and crowdfunding; https://www.cbr.ru/Content/Document/File/112055/Consultation_Paper_200811.pdf (acc.: 27.05.2022).
7. RF Federal Law of 2.08.2019 N 259-FZ (ed.: 31.07.2020) On attracting investments using investment platforms and on amending certain legislative acts of the Russian Federation, *RF collection of legislation*, 2019, no. 31, 4418 P.
8. J'son & Partners Consulting research — crowdfinance market in Russia: crowdfunding, crowdinvesting, crowdlending; http://json.tv/ict_telecom_analytics_view/rynok-kraudfinansov-v-rf-kraudfanding-kraudinvesting-kraudlending-20150121044017 (acc.: 27.05.2022).
9. Statistics; <https://www.kickstarter.com/help/stats> (acc.: 27.05.2022).
10. What is Planeta.ru; <https://planeta.ru/about> (acc.: 27.05.2022).
11. Kopasovskaya N.G. Analiz tendentsiy kraudfandinga tekhnologicheskikh proektov [Analysis of trends in crowdfunding of technological projects], *Vestnik NGTU im. R.E. Alekseeva. Seriya: Upravlenie v sotsial'nykh sistemakh. Kommunikativnye tekhnologii*, 2014, no. 2, 6 P.
12. Popov S.O. Vozmozhnosti i preimushchestva sovremennykh vidov kraudfandinga [Opportunities and advantages of modern types of crowdfunding], *European science*, 2018, no. 4(36), 5 P.