

The research findings show that IT market in Belarus differs from the world's IT market, but nevertheless inherits its trends. High competition among specialists makes it difficult for developers to enter the industry and keep afloat. The Belarusian IT market is not deprived of big companies, but is more oriented to small businesses that gives developers more freedom and flexibility within IT companies.

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ONLINE PLATFORMS: THE KEY TO ENTREPRENEURIAL INITIATIVES (CAPITAL, SPECIALISTS AND BUSINESS CONSULTING)

This study investigates how online platforms aid entrepreneurial efforts by facilitating access to capital, expert advice, and business guidance, helping overcome geographic and resource accessibility challenges.

Entrepreneurship, crucial for economic progress, relies on traditional and professional resources, often hindered by issues like resource scarcity and geographic barriers. This paper focuses on how digital platforms bridge these gaps, especially during a startup's early development stages.

Capital is essential for launching a business, with diverse external sources available for funding. Entrepreneurs can use the "3F system", loans, and strategic investors. Challenges such as limited local contacts and unsupportive environments can be mitigated through online access to international financial resources.

Online investment avenues:

1. Startup launch platforms: Platforms like Startups.co and Gust.com offer resources, connections, and advisory support for early-stage entrepreneurs.

2. Social networks of business angels:** Networks like Funded.com, Angel Capital Association, and Angel Investment Network provide access to business angels for

financial support and guidance. Professional networks like LinkedIn and Xing also connect entrepreneurs with global investors.

3. Private equity market: Private equity firms focus on significant investments aimed at high returns from startup growth.

These digital platforms and networks streamline the process of securing initial capital by facilitating connections with diverse funding sources and expert advisors..



Figure 1 Promising startup niches in Moscow 2023

Crowdfunding

Platforms like Kickstarter, Indiegogo, and OurCrowd cater to diverse investors, from the general public to accredited individuals.

Business success often relies on acquiring appropriate qualifications through traditional education or mentoring, which can be costly and time-consuming. Online resources and social networks such as LinkedIn and Facebook, as well as industry-specific platforms like Angel Investment Network, provide more accessible alternatives. These platforms connect entrepreneurs with global experts, investors, and mentors, offering practical advice and networking opportunities at minimal cost.

Самые популярные категории Kickstarter и Planeta.ru



Figure 2 Most popular categories Kickstarter and Planeta.ru

Launching a startup requires diverse expertise. Freelancing platforms like Upwork and Freelancer enable cost-effective access to skilled professionals across various fields, facilitating collaboration and enhancing efficiency without traditional employment overheads.

To ensure a business idea's viability, strategies include releasing a limited product batch for pre-orders, using crowdfunding platforms to gauge investment willingness, and employing social media to test market receptivity and gather feedback. These methods help refine business strategies and leverage global online platforms for broader reach, even in regions without local online business resources like the Republic of Belarus.

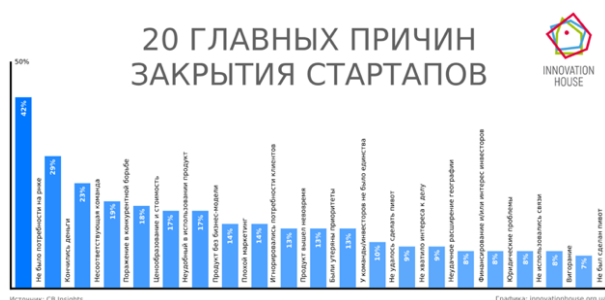


Figure 3 Main reasons for closing startups

This research highlights how online platforms transform entrepreneurship by eliminating geographic and resource barriers, thus facilitating startup success. Key insights include:

1. Capital acquisition: Online platforms provide access to funding and expert advice through various networks.
2. Crowdfunding and social media: Essential for attracting investors and understanding market demand.
3. Business consulting and talent acquisition: Offer global access to expertise and advice.

Overall, these platforms enhance entrepreneurs' ability to secure funding, connect with experts, and assess market needs, streamlining startup development. Despite the absence of local platforms in the Republic of Belarus, the global reach of these tools addresses local challenges effectively.

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USING CHAT GPT IN BUSINESS

Every year more and more new technologies appear in the business sector. The most modern and promising of them is the GPT chat. Chat GPT is an artificial intelligence technology that is used to create texts based on input data. The AI-based technology was introduced in November 2022 and made a splash on the market. Unlike predecessors, the new chatbot can answer questions at a high speed without clichés and the feeling of