

money market is aimed at: expanding opportunities for the implementation of transactions with electronic money of different payment systems; an increasing interest of end-users in the use of electronic wallets; building clear and transparent conditions for the implementation of transactions with electronic money.

However in constantly changing market relations these measures are not enough, therefore it is necessary to expand the range of implemented actions, namely:

- to improve the financial literacy of the population;
- to introduce common standards for security of electronic communication;
- to diversify the payment system through the development of payment units;
- to expand scope of the instruments through which transactions with electronic money can be performed;
- to increase the stability of the system.

Thus electronic money is one of the few sectors that has innovative potential. A number of participants of the world market have launched new projects related to electronic wallets, mobile payments, micro-credit and payments in social networks. Undoubtedly, such a powerful innovative impulse will be developed in the future.

References:

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START-UP PROJECTS IN BELARUS: WAYS OF DEVELOPMENT

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What exactly is a startup? A startup is a young company that is just beginning to develop. Startups are usually small and are initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

In the typical arc of a startup's trajectory to becoming an established company, early adopters are its first set of customers. After the product is refined based on

feedback from initial users, mainstream customers in the startup's local markets then follow. Expansion into international markets, if it occurs, is the final stage of a startup's evolution.

There are some key reasons for encouraging startup entrepreneurship:

- New jobs and economic growth – In the long term, startup companies create a large portion of new jobs and contribute to the country's economic growth. Startup companies are the ideal form and opportunity for employing and activating the Y generation.

- Bringing new competitive dynamics into the economic system – Startup companies are the most dynamic economic organizations on the market. This means that the economy stays healthy, vital and diligent.

- Bringing the values of proactivity into the society – Startup entrepreneurship changes the values of the society and brings a new mind-set. The population is starting to increasingly realize that they have a responsibility for their work and career development.

On the global arena of business activity Belarus is not widely known for technical programs, applications, etc. Why does market of start-up develop so slowly in our country? Are there any ways of improving the situation?

The main problem of Belarusian start-up market is lack of business projects. There should be much more start-ups for improving economic situation.

There are some tools of start-ups development in our country: assistance of private banks that credit new business projects; up to 10 business-incubators in the country; regular business-conferences with entrepreneurs who share their own experience; TV-shows that make people interested and knowledgeable in field of business activity.

When a viable business plan is prepared and analyzed, it is time to start looking for investors. This is a scary step to take, but being prepared is always the best route. That is why a company may need to speak to hundreds of investors before it finds the right one for your startup.