

Time will tell. However, there are much more chances to surprise customers and create a necessary buzz today because you can give something your competitors do not have yet.

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## **CRYPTOCURRENCY AS AN ECONOMIC PHENOMENON AND ITS SPREAD IN BELARUS**

All the gold mined on our planet throughout the history doesn't exceed the size of a cube with a 20.5 meters' edge? According to various experts' estimates, now we have from 155 thousand to 2.5 million tons of gold, but Thompson Reuters GFMS, that notifies investors about the world's gold reserves, is in solidarity with Warren Buffett, who modeled the "golden cube". The United States is the undisputed leader in terms of the amount of gold available. With a large margin America is followed by Italy and France. "Gold fever" is a phenomenon characteristic of the mid-19th and early 20th centuries (at that time its peak occurred). The first miners worked already in 1690 in Brazil, and there are no the last yet.

But the biggest part (more than a half) of digital gold is in China, because there they have the lowest tariffs for electricity.

Newspapers and Internet resources hit of headlines about new, digital gold. It all started with the fact that a man named Satoshi Nakamoto founded the world's first cryptocurrency. Perhaps Satoshi Nakamoto is a pseudonym belonging to a group of people. The photo shows the possible "parents" of a bitcoin. Despite the fact that the secret user called himself a Japanese, some sources are almost unanimous in the opinion that this is an Australian named Craig Rice. It is known that the creator of bitcoin retired from business in 2011 and connection with him is lost. Just as a cent is a part of a dollar, Satoshi is a part of a bitcoin. One bitcoin is equal to 100 million Satoshi, although the developers themselves called them cents.

In connection with the growing popularity of the bitcoin, the world community has to answer the following important questions:

- 1) Isn't it a bubble? Is the system similar to Mavrodi's "MMM"?
- 2) Where does money come from, if no bank in the world finances the bitcoin?
- 3) What is the danger for ordinary Internet users in the bitcoin?

Let's sort it out. The main principle of cryptocurrency generating is that "everyone knows everything, everything is transparent, but nevertheless anonymous". In 2008, for 10 thousand bitcoins, you could buy one pizza, now – 10 thousand cars. In 2013, Pavel Durov bought two thousand bitcoins for 1.5 million dollars. In December 2017, he had at least 33.5 million dollars in the cryptocurrency.

1) The increase and decrease in the rate of the bitcoin is related first of all to the increase or decrease in users' activity, namely the number of miners, as it was in the Sergei Mavrodi's financial pyramid. Ordinary people who mine digital gold using home computers and video cards, soon realize that the equipment needs to be improved. They buy expensive video cards and get big bills for electricity. Belarusians claim that a \$500 gyro can easily be covered with a bitcoin-income of \$1500. However, the mechanism of this cryptocurrency implies the fact that only the strongest will remain at the end of the path. I mean that such miners will not be able to get rich. The owners of farms, whose workers spend the biggest half of their lives in terrible conditions of noise and stuffiness, will be able to get rich. "MMM" was not a bubble for those who had time to make money on it. Bitcoin is not a bubble for "farmers", but it doesn't make alone home-miners rich. Economics is an unpredictable science, and if you are lucky, you will take money (namely cash your bitcoins) before the explosion occurs.

*"Bitcoin-mania is a sign that we have entered the final and stupid stage of the bull market" (businessman Mitchell Goldberg).*

*"What rises must fall. It will burst just before it is inflated. Get ready. Beware of bitcoin - everything will end sadly" (businessman Kenneth Griffin).*

2) By improving his/her computer, the user purchases video cards, but later (or earlier) understands that additional capacity is need to buy. He/She spends on it real money. And, again, the number of miners is growing quite strongly. Banks will go bankrupt if all the investors simultaneously want to withdraw money from their accounts, so there is a time period between the dates of deposit and withdrawal. A similar gap is also observed in a bitcoin system: only certain amount of money can be withdrawn (cashed), but it takes a considerable amount of time (at least for ordinary users) to earn that.

3) Since the bitcoin rate is constantly growing, cybercrimes take place. The program for hidden mining infects a computer and generates digital gold with the help of other people's computers and laptops. In this situation you need to write a statement to the militia to search for a criminal, but you must give the equipment for a while for expert research. If the user doesn't aim to punish the criminal, then as soon as you notice an incorrect operation of their computer, it is worth reinstalling the operating system, as well as turning the modem off frequently. Most malware is built on a specific IP address. After the modem is turned off, the IP address is updated, and access to the device is problematic.

It is to be noted that the graphics of bitcoin collapse do not mean anything, because they have always been and still are a sinusoid. We expect the highest point of the exchange rates by 2141, when 21-millionth bitcoin will be generated. However, that will not happen soon, as the price for solving the special task and the subsequent receipt of the coin into the account is reduced by half every four years. It is widely believed that only Satoshi Nakamoto generated bitcoins for the first year. Then it was extremely easy to generate coins, with the calculations easily handled by a usual processor, that provided an inflow of 50 bitcoins every 10 minutes. What Satoshi is going to do with all this wealth is unknown. It is only known that anyone who connects to the system now will receive much less than those who did it before. However, this is not a problem: you can invest in new cryptocurrencies: Litecoin, Namecoin, Swiftcoin, Peercoin, Dogecoin, Emercoin, Gridcoin, Omnicoin, Dashcoin, Monero and others.

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## **TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS**

Modern technologies have made life easier for a modern person, freeing him from spending his personal time. As we know, today time is money. There appeared a large number of Internet platforms, to which the business transferred its goods, services, due to which it reduced costs. Many professions disappeared, but at the same time, programmers, SMM-managers and engineers became popular. The Internet did not change the business idea – it just changed the principles of doing business and collecting and disseminating information. The Internet did not bring new business ideas; it irretrievably changed the principles of choice, delivery and speed – due to IT. It cannot be asserted that the Internet has revolutionized virtually all aspects of the business. But it is also unreasonable to exaggerate the importance of business leadership of "entrepreneurs from the Internet" [1].

The trend of IT development in business was noticed by countries such as France, the UK, Germany and the USA. France is an attractive country for investment in a start-up. Today, it is the leader in the generation of innovative ideas that the whole world uses, such