

The experts devoted a lot of time assessing the situation around the cryptocurrency and noted the following opportunities for development: the increase in demand for all categories of citizens; the blurring of boundaries between users from different countries; the global economy will improve due to the possibility of universal investments; attempts to control the transaction on the part of individual banks and governments; the introduction of regulation of the cryptocurrency market, which will significantly protect bidders from a variety of risks; development of standards for the protection of the rights of consumers using cryptocurrency; partial replacement of fiat money; minimizing the number of speculators.

Thus cryptocurrency as an innovative payment tool is rapidly developing, requiring adaptation of the legislation of different countries to the challenges of the digital economy. Currently there is no clear opinion about the future of this means of calculation, but a number of financial analysts are convinced that cryptocurrencies will replace 25% of fiat money by 2030.

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### SOME OPPORTUNITIES FOR DOING BUSINESS IN THE INTERNET

*We are all now connected by the Internet,  
like neurons in a giant brain.*

Stephen Hawking

On today's level of world's growth the Internet takes one of the most crucial positions in all the spheres of humanity being. The Internet gives us significant opportunities as far as with the help of it we get knowledge (by using informational sites, portals, watching educational videos and lessons), organize and spend our free time (watching movies, concerts, reading books, news, playing games and communicating with

friends), control processes in virtue of using the Internet of things. It helps us to stay abreast of everything in order to keep in touch with continuously developing world.

But this research is about one of the most primary capacities of the Internet - the capacity to do business and be successful in it.

The Internet doesn't have any borders so it allows people all over the world stay connected with each other and establish partnership. Based on my personal experience i'd like to cover several platforms and their opportunities for doing business.

1. LinkedIn is a professional network where employers can search for in-house employees, contractors for completion of particular projects or tasks, and where employees can sale their services and find regular place of work [2]. By dint of LinkedIn specialists worldwide can strike up vocational and personal acquaintances expanding their contact list, track of news of global corporations like Google or Amazon and SME (Small and medium-sized enterprises) like for example Streamline or iTechArt and also put thier best foot forward filling in the profile with the data about themselves and their career skills and achievements.

2. Kickstarter is global crowdfunding platform where everyone can sign in and represent his or her idea to the world. I think it is worth explaining what does the word "crowdfunding" mean. In simple terms this is the way to raise money by receiving small amounts from not only pro investors but also from ordinary people who share the ideas and are glad to help in reaching the goals [1].

So the main idea and objective of Kickstarter is fundraising for startups. Using this platform absolutely everyone can on a non-reimbursable basis invest the idea he's interested in and help it come true. From my point of view the ability to become a part of something major and important is really awe-inspiring so if you want to help someone produce something great, it's time.

3. Upwork is one of the most famous freelancing platforms on the Internet. Here people publish their work proposals (from typical "Photoshop the picture" to full-stack development of applications / services) [3]. From my personal experience of working with this tool i can say for sure that it gives great basis for long-term business relations. For example my work with one of the clients started from the ordinary logo, and now we often make website designs together and i'm in charge of completing the work by contractors from different countries. However the level of competition is undoubtedly high and if wishing to have a lot of clients with interesting projects freelancers or companies who also can work through Upwork have to spend a lot of time on making the account stand out from the crowd and searching for appropriate and interesting projects which can bring you success, profits and useful connections.

These are three main platforms I worked with personally and which gave me the ability to find new contacts, learn more about the ways to do business in different countries, increase the level of my English skills and become more confident. The thing is the Internet isn't limited with these tools, there are a lot of services which provide hundreds of opportunities and great source of knowledge and experience, it's impossible to

learn all of them but being familiar with at least some of them will make you highly demanded specialist. Be up for a challenge, and you'll succeed certainly.

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## **BLOCKCHAIN: THE NEW ERA OF ECONOMY IN BELARUS**

Economists have been exploring people's behavior for hundreds of years: how we make decisions, how we act individually and in groups, how we exchange values. They've studied the institutions that facilitate our trade, like legal systems, corporations, marketplaces. But a new technological institution has appeared recently that may fundamentally change the way we exchange values, and it's called a blockchain.

So what is a blockchain? Blockchain technology is a decentralized database that stores a registry of assets and transactions across a network. It's basically a public registry of who owns what and who transacts what. The transactions are secured through cryptography, and over time, that transaction history gets locked in blocks of data that are then cryptographically linked together and secured. This creates an immutable, unforgeable record of all of the transactions across this network. This record is replicated on every computer that uses the network.

Blockchain technology is applicable to many areas of finance, commerce, etc. There are of course different technical details of the blockchain. For example, it stores the history of ownership and location of assets like the digital currency Bitcoin, other digital assets like a certificate, a contract, real world objects, even personal identifiable information.

Another beneficial side of blockchain is smart-contracts. A smart-contract is a computer algorithm designed to conclude and maintain self-executing contracts. For example, the currency of the buyer is transferred to the program and is frozen there until the seller does not fulfill his part of the contract. If the condition is broken, the currency is