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CLUBHOUSE AS A NEW PLATFORM FOR DEVELOPING BUSINESS

Listen in on live conversations with influential entrepreneurs, venture capitalists, politicians and celebrities sounds alluring and unbelievable. But with Clubhouse it is real. Everyone is talking about Clubhouse right now, and for good reason. Its glitterati factor and exciting chat room topics have made the Clubhouse app one of the most talked-about emerging social media networks. Where else can you pop into one chat room and hear Elon Musk talking about AI, cryptocurrency and space travel?

We aim at clearing out the following issues: Clubhouse as a new app for business owners; benefits and drawbacks of Clubhouse; how Belarusians can use Clubhouse for business.

What is Clubhouse?

Clubhouse is an invite-only, audio-based social media app (no videos or photos beyond profile pics) that allows users to listen in on live conversations, interviews, panel discussions and presentations within chat rooms. Any Clubhouse user can start a room about a topic they find interesting, opening the room up to guests and deciding who gets to speak.

If you are able to get invited to the Clubhouse app, it can be a big win for your business. If you're a marketer or business owner, this presents an amazing opportunity to establish yourself or the brand you work with as a go-to resource and promote products, services, or events. Opportunities to share your brand story or your founding story, connect with customers, get product feedback, run impromptu focus groups, and generate marketing awareness are ready for the taking on Clubhouse [1].

Clubhouse can be a valuable tool to cultivate potentially new leads for your business. We have identified a few key benefits:

1. Learning from experts. You can participate in chats about marketing, AI, finance and business, and it turns out eye-opening how much free advice industry leaders give away in these casual conversations. As an entrepreneur, you can learn about a wide

range of topics that can help you solve a problem or strengthen your business just by searching keywords.

2. You don't have to create content. Unlike most social media platforms Clubhouse is not a place you have to create content for. You can't post there. Instead, everything happens in real-time. You go into a room. You listen and speak. You leave the room.

3. Chat rooms cover a wide range of topics that are relevant to your business goals, and you can make solid connections with people who share your interests. And if you're looking for help in a certain area, such as social media, finance, strategic planning or growth, you can quickly find someone who has the skills and knowledge you need.

4. You can also use it to become a thought leader yourself. As more people slowly receive invites to join, it will pay off big to have spent time positioning yourself as an expert and start gaining followers early.

5. Clubhouse also offers a new way to humanize your business to others. The voice-note aspect of Clubhouse reportedly makes interactions on the platform feel more personal. You don't have to worry about eye contact, what you are wearing or where you are [2].

Like all social media, Clubhouse can be a distraction that gets in the way of achieving your goals if you aren't careful. Some of its major drawbacks are:

1. The app is only available to Apple users, but the founders have said that they are developing an app for Android in the future.

2. Clubhouse can be a huge time suck, and you'll need to balance your time wisely.

3. There are multiple cases of scammers, so you need to investigate and make sure whoever you're listening to is someone who's truly knowledgeable and experienced.

4. The app is still invite-only but it has opened up to more users [3].

What initiatives of Belarusians are there in this social network?

Belarusians are just beginning to come to Clubhouse, but they have already started to unite according to their interests. Here are the three most active initiatives so far.

The KHATA Club is a Belarusian Clubhouse community, whose moderators constantly hold discussions with the opportunity to communicate with the CEOs of high-profile startups, top corporations, marketers and PR specialists of international brands, celebrities and their managers. In addition, the community daily conducts virtual tours of the app for beginners.

BelarusKxata is an association of Belarusians from all over the world on various topics, from IT business to learning the Belarusian language. The leader of the community is Vitaly Samsonov, a Belarusian who lives in Philadelphia and develops his start-up in the medtech field.

The Belarusian Clubhouse group on Facebook, where "rooms" with discussions are announced – mainly on the topic of IT business and sports.

In conclusion, we would like to say that Clubhouse, if used the right way, can be extremely effective and beneficial to you and your business. As for Belarus, Clubhouse is just getting more and more renowned among its business communities and can bring perspective ideas and opportunities for developing business potential.

However, if you're not careful, you could end up listening to the wrong people, getting scammed, spending all your time on it. Make sure to evaluate if Clubhouse fits you, your personality, and if you have one – your business.

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DIGITAL REALITY. INTERNATIONAL BUSINESS ON THE INTERNET: DEVELOPMENT OF IT-TRENDS IN BELARUS

Digital reality is a virtual, augmented, mixed reality and other immersive technologies. They all contain enormous untapped potential, which transformed the era of mobile phones when they appeared. And now after many years of talking digital reality is finally ready to change our world – starting from our organization of work and ending with the image of our communication.

It seems that the technologies of digital reality penetrate in our everyday life pretty slow. Nevertheless recently some important events have happened. They can unleash the full potential of technologies. In the next few years companies will appear that will represent the revolutionary next-generation digital reality products and services, which will change the experience of interaction with our mobile devices [1].

The testing of virtual technologies takes place all over the world. It can be professional training, professional development or shopping – they are probing their way everywhere to a breakthrough. Obviously not all companies guarantee their own place in the new digital world, overboard would be those who did not attach importance to its offensive. Digital reality in the next few years will attack IT with breakneck speed. Interesting applications have already appeared that confirm this.

Digital reality like any other breakthrough technology does not hurry to reveal its cards, letting your imagination run wild about what the most innovative methods of using it are. As hardware prices continue to decline and the developer community