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DEVELOPMENT FEATURES, FINANCING METHODS AND INVESTMENT ATTRACTIVENESS EVALUATION OF START-UPS IN RUSSIA

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Abstract

Based on the analysis of the secondary data and the results of the authors' research on innovative activities in Russia, the goal of the paper is to discuss the theoretical basis of financing and evaluation of start-up projects and to analyse existing models of realization and evaluation of start-ups in Russia. The paper is devoted to actual problems of life in start-ups and methods of evaluation of investment attractiveness of start-ups. The paper supports the assumption that the best form of innovative activities is becoming a start-up and that start-ups in various areas of the economy appear as an important factor in the process of innovative modernization of the Russian economy. The paper identifies and analyses the main problems of development and financing of start-ups in Russia. The results of the paper show that successful realization of start-up projects requires suitable conditions for the development of promising innovations, including the attraction of necessary investments and the reduction of possible risks.

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