## PROSPECTS FOR THE DEVELOPMENT OF CRYPTOCURRENCIES IN THE NEAR FUTURE

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## Abstract

The article discusses the problems of a new type of electronic money - cryptocurrencies. It is shown that today there is no common understanding of cryptocurrency in the world: in some sources, cryptocurrency is defined as the currency of the future, in others - as something unpromising. In accordance with this, the existing formulations of cryptocurrencies were studied and the opinions of experts in the field of electronic money were considered. **Keywords:** cryptocurrency, bitcoin, cryptoeconomics, payment system.

## Introduction

The appearance of the first cryptocurrencies is still in question. According to the official version, it is generally accepted that the first bitcoin appeared in 2009 thanks to Satoshi Nakamoto, a native of Japan. The identity of the creator remains a mystery. Many people believe that Satoshi Nakamoto is a pseudonym behind a group of people. Less than ten years have passed, and the cryptocurrency has already taken quite active positions in the financial sector. It would seem, out of nowhere, this currency managed to attract people's attention and, often, their admiration. And this already affects some aspects of society, including entrepreneurship.

Cryptocurrencies have shaken the financial and political world. After being banned by some countries and adopted by several others, the cryptocurrency format is still seen as the most promising invention after the Internet. The essence of cryptoeconomics is that the system is decentralized, i.e. not regulated by government agencies such as central banks and other bodies; all turnover is carried out by the users themselves. This leads to a new type of relationship between market participants and, most importantly, no UDC: 33 International scientific and practical Internet magazine "PRO-Economics" No. 10, 2018 (October) 3 there are no intermediaries in the processes. As a result of the continuous change of innovative technologies and the introduction of new ones, the situation in the cryptoeconomics is also permanently changing. Experts are divided. Some argue that cryptocurrencies can largely replace traditional payment systems. Others say that this will never happen, since cryptocurrencies have no signs of money, and anyone can issue cryptocurrencies; the system as a whole is not monitored.

Experts today predict a successful future for cryptocurrencies, which is explained by the increasing spread of electronic money. Speaking about the future of digital coins, there are several main points:

• In the future, there will be a gradual introduction of electronic money in all spheres of society, and soon crypts will become known to all people without exception.

• Cryptocurrencies will not yet be able to replace banking organizations, but will complement the financial services market.

• To improve the security of working in the cryptographic market, the anonymity of crypts may become less comprehensive.

• More and more states will pass laws regulating the use of cryptocurrencies.

• The stabilization of the crypt market cannot be expected in the next 5 years, not all countries are ready to adopt legislation and recognize crypts.

One of the limiting factors in the development of cryptocurrency is the complexity of its daily use. Mark Zuckerberg previously announced the possibility of using coins on Facebook. The founder of the social network mentioned that he is impressed with the scope and level of protection provided by encryption technologies.

Today, more and more people are interested in cryptocurrencies, since the market has not yet been explored and provides users with ample opportunities to earn money. However, not only do they make fortunes on coins, they also spend all their money. That is why the outlook for cryptocurrency in 2018 is also a significant probability of the emergence of regulatory bodies.

Control in any financial market exists for a reason. It makes it possible to promptly respond to the actions of fraudsters and other citizens trying to earn money illegally and at someone else's expense. Outside the cryptocurrency market, they can be held accountable for their acts, but the anonymity of crypts makes it possible for them to avoid any punishment.

In addition, with the help of crypts, you can launder money, pay for various illegal goods and services, because the interest of the authorized bodies in this area is not only very great, but also grows daily. In the future, states will try to develop tools to find and punish lawbreakers who act anonymously on the web.

Today it is quite difficult to understand all new crypts and determine which ones will grow in price in the future and which ones will leave the market. However, it is safe to say that among the new developments there are many really interesting projects that offer users new opportunities, increased security, faster translations and other tools. New projects appear on the market almost every day, and some of them are assessed by experts as potentially successful.

That is why experts believe that in the near future, new players should be expected on the market who will successfully break into the TOPs in terms of capitalization and price, move some of today's leaders, and maybe even turn the entire market upside down. However, it is

too early to make any more precise assumptions. The most expensive crypts are confidently holding the market, they are still very popular and attract many people.

The most famous and popular cryptocurrencies today are Bitcoin and Ethereum. Many people have already managed to make money on these coins, others continue to hold a certain supply of internal tokens of these systems. Experts do not think that in the near future these platforms will lose their relevance, as they use them not only to pay for goods, but also: to conduct an ICO, to develop new projects, to exchange for other tokens on large exchanges, etc.

Especially bright are the prospects for Ethereum, which offers users a wide range of tools for developing software and new tokens. As cryptocurrencies gain more popularity and influence in the world, much stronger competition between market leaders is possible in the future. This can lead to the following consequences:

- Empowerment due to the need to attract new and retain old users;
- increasing the speed of operations performed;
- improving the security of transactions;
- Reduction of commission for making transfers.

In modern society, developers of new platforms, systems and tools have the broadest opportunities to attract investment. They don't have to hit the doorstep of large corporations to present their new development, they can simply create a crowd funding project and attract the attention of millions of people around the world.

To further interest depositors, many new projects work on the ICO algorithm. It involves receiving internal coins of the new system for the first investor's at the most attractive price prior to the launch of the system.

In this case, the investor gets the opportunity to purchase internal tokens very cheaply and sell them after launch, when they rise significantly in price. To make money safely on such projects, you need to sensibly assess the prospects for the growth of crypto currencies in the future.

Not all ICO projects bring large profits to the first investors, some of these platforms are developed exclusively for fraudulent purposes, they are aimed at collecting funds from investors, after which the platform ceases to exist, and its developers simply disappear.

To eliminate the likelihood of transferring your funds to scammers, you need to study the market, get acquainted with the opinions of professionals on each crypt, analyze the names of the people involved in its development, and also sensibly evaluate the promises of the creators, the main goal of which is often not to create a quality product, but to quickly making money. In general, the crypto currency market is very interesting and attractive for deposits, in the coming years it will bring large profits to competent investors and provide huge opportunities for making money and doing business. However, there will certainly be changes and what even the most popular coins today will turn into is still impossible to say.

Current trends indicate that cryptocurrencies are already recognized by the world community, no matter what financiers and politicians say. If earlier the authorities simply ignored this market, now they either prohibit digital money or try to find a way to legalize it. Many users have already gained sufficient experience and behave more carefully and wisely with their investments. In 2018, we should expect dramatic changes. 2018 is likely to be a decisive year for the future of cryptocurrencies. If proven to be safe and easy to use, they will be supported not only by fans and venture capitalists, but also by governments of some countries, commercial organizations and ordinary consumers. But it is not worth expecting that they will take a place next to fiat money or squeeze the current well-established financial system. In terms of the technologies behind them, a brighter future awaits them. They attracted much more attention and aroused interest from specialists in various fields of activity: finance, banking, logistics, medicine and many others. Despite the fact that many experts have a negative attitude towards Bitcoin, they admire the blockchain. The possibilities of block technology have long gone beyond being used as the basis for a cryptocurrency. They are constantly expanding and will continue to expand in the future.

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