

Formation of Investment Proposals and the Trajectory of their Promotion: a Regional Aspect

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Abstract. *The article discusses the issues of introducing a new mechanism of the regional investment standard for the formation of investment proposals for businesses. The groundwork and prospects of investment proposals for promoting priority areas of investment development of the territory, searching for investors and attracting investments are reflected. The importance of investment proposals as a tool for proactive investment policy in the regions is emphasized. The features of the investment proposal phenomenon in scientific and legal aspects are highlighted, the main methodological parameters are reflected. The relationship between an investment project and an investment proposal is considered, the content is differentiated. Particular attention is paid to the procedure of visualizing an investment proposal for potential investors, and it is concluded that there is insufficient information in an abbreviated format for the response of interested parties. Additional elements of the investment proposal on benefits for the investor are proposed. The features of the promotion of investment proposals as an obligatory stage of the mechanism of their formation are shown. A set of conditions for the trajectory of investment proposals is presented, taking into account proven business tools in the context of polarized development. The regional practices of forming and promoting investment proposals based on the selective method of a number of regions participating in the pilot project are considered. The peculiarities of visualization of investment proposals on the investment portals of each of the considered subjects of the Russian Federation are highlighted. The necessity of unifying visualization procedure and promoting practices of the pilot regions for their further replication is determined. The main conclusions and results of the study confirm the importance of proactivity in building a vertical unified investment environment and can be used to update the content and promote investment proposals.*

Keywords: *regional investment standard, investment proposal, business proposal, investment project, formation of investment proposals, promotion of investment proposals*

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Введение

Новый формат системы поддержки инвестиционных проектов в субъектах Российской Федерации (региональный инвестиционный стандарт) характеризу-

ты регионального инвестиционного стандарта, среди которых значимое место занимает формирование агентствами развития субъектов Российской Федерации инвестиционных предложений для