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**INSTRUMENTAL SUPPORT FOR DIGITALIZATION
OF BUSINESS PLANNING IN INDUSTRY**

We consider the issues of creating minimal digital models of investment projects in industry and construction, which in the context of the digital economy should replace business plans, which are poorly formalized verbal models with fragmentary inclusion of Analytics elements. It is shown that minimal models of investment projects naturally appear at the project instantiation stage, when an economic production system that implements the project is created during negotiations between investors. At the same time, the minimal project model is the most abstract form of its description, easily embedded in the context of the digital economy.

Keywords: system-object approach, economic production systems, digital models.

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