

OSTERWALDER'S BUSINESS MODEL FOR MOBILE APPLICATION DEVELOPMENT

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Annotation. The Osterwalder model is widely used in business because it allows business owners to visualize and structure business processes. It can be used to identify growth points, analyze competitors and determine the best options for business development. This article discusses the theoretical aspects of building an Osterwalder business model and its application to the development of the FinTinder mobile application.

Osterwalder's Business Model Canvas is a strategic management tool used to describe the business models of new or existing businesses. It represents a scheme of 9 blocks describing different business processes of an organization. [1].

Canvas was developed by Alexander Osterwalder and Yves Pignet. It is a structured table of nine segments, where each block covers key aspects of the business. This approach allows visualizing and optimizing business processes and finding new points of growth. In other words, the business model allows you to see the business as a whole, to see how its different elements are interconnected.

Operating firms use the model to find new points of growth, analyze competitors and identify best practices for business development. There is a misconception that the tool is used by startups and small firms, but in fact it is used by such "market giants" as IBM, Ericsson, Deloitte and many others [2].

At the startup planning stage, applying Canvas is difficult. Filling all the blocks is possible when suppliers and partners are found, sales channels are defined, and costs are calculated [3].

Before drawing up Osterwalder's first business models, you should have at least a minimal plan for the development of your company on hand: your main line of business, product range, marketing strategy, etc. Canvas will help uncover strategic ideas and find new points of growth. If you make a plan without having an idea of the business, it will be of no use. The model consists of 9 blocks: customer segments, value proposition, sales channels, customer relationships, revenue streams, key resources, key activities, key partners, cost structure.

When data such as costing, finding partners and distribution channels, developing value propositions and so on are calculated, we can move on to creating the Osterwalder model. The application of the Canvas model is effective for startups and innovative projects because it helps to structure ideas, understand the target audience and establish key links between partners, resources and channels of interaction. That is why this approach was chosen for the development of the new product.

FinTinder is a unique mobile application designed for users who are looking for financial advice, partners for joint financial goals or with similar financial status. The diagram below (Figure 1) shows how the business model of the FinTinder application is presented.

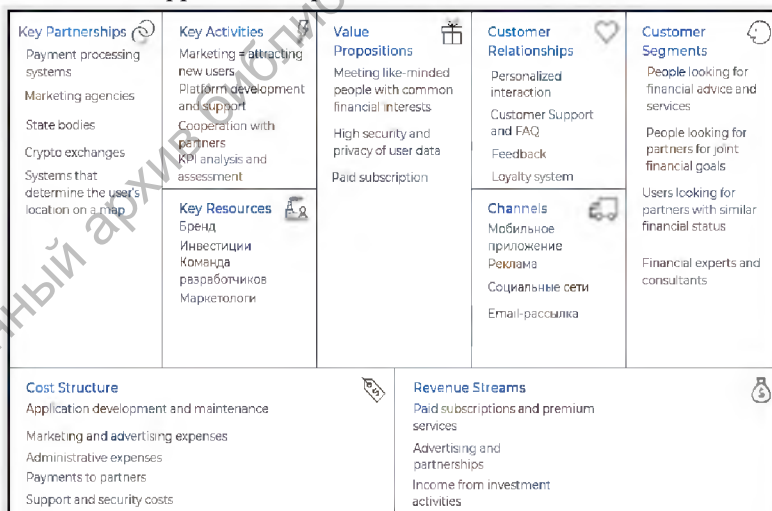


Figure 1. Osterwalder's business model

Each segment describes in detail aspects of work and interaction:

1. Key partners: payment systems, marketing agencies, crypto exchanges.
2. Activities: platform creation, marketing, KPI analysis.
3. Resources: investment, brand, team.
4. Value proposition: security, recruitment of like-minded people.
5. Relationships: customer support, feedback system.
6. Channels: mobile app, social media.
7. Customer segments: financial experts, investors.
8. Costs and revenues: development, advertising, subscriptions.

However, it should be borne in mind that the completed Osterwalder model will not accurately predict the success of the business and evaluate all processes in detail. Only a general picture of the company's activity is given. The blocks of this model further serve as a basis for more in-depth development and planning using specific indicators. For example, sales plans are based on blocks dedicated to customer relations, and the financial plan is based on blocks for expenses and resources [3].

Applying CANVAS to the FinTinder application allows us to highlight key elements of the business model and identify points of growth and development. This model simplifies the application development process and helps identify strategic opportunities to improve efficiency. Thus, CANVAS is the foundation for sustainable growth and success of the project.

The implementation of the Osterwalder Business Model in the development of the FinTinder application demonstrates its utility not only for established organizations but also for innovative startups. By structuring key business components, the model provides clarity and a unified strategic direction for all stakeholders.

One of the core strengths of this approach is its adaptability. As FinTinder grows, the model can be revisited and updated to reflect changing market trends, user demands, and technological advancements. This ensures that the application remains relevant and competitive over time. For example, emerging technologies such as artificial intelligence and blockchain can be integrated into the app to enhance security and provide personalized financial solutions.

Furthermore, the versatility of the Canvas model allows it to serve as an educational tool for budding entrepreneurs and students. Using the FinTinder example, it becomes evident how theoretical concepts translate into actionable strategies. This reinforces the practical value of the model and encourages its broader adoption across various domains.

In conclusion, the Osterwalder Business Model serves as a cornerstone for systematic planning and execution, paving the way for sustainable innovation and growth. With the FinTinder application as a case study, it is evident that the model facilitates not only the creation but also the successful operation of a novel business idea.

References:

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