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**ORGANIZATIONAL AND ECONOMIC CONDITIONS FOR THE DEVELOPMENT  
OF A MOBILE APP FOR FINDING SPORT PARTNERS**

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The idea of a healthy lifestyle is actively promoted around the globe nowadays. It is very prestigious to be a professional sportsman. However, sport has low priority for the young generation. Modern young people in every way try to get away from various physical activities, which leads to scoliosis, obesity and other health problems. It is possible to avoid all of that just by doing sport. It would be great to have a team that shares your interests. The youth are actively accessing internet-based resources using their smartphones. It could help them find team members. A mobile app for finding sport partners could make it much easier especially if it contains actual info about sport events nearby and allows joining them as a sportsman or a fan.

Innovation projects (apps) usually have a pretty short life cycle because the number of analogues with the same or even better functionality is rapidly growing. There are almost no competitors on the Belarusian market (unlike the Russian market). Moreover, not many companies are interested in building social projects. They are pretty popular abroad including the Russian Federation. Usually these are social networks or brand apps like Nike [1]. During app creation, it is important not only to develop (that requires investments) an app but also sell it and get profit. Profit could be made only in case of demand on the app. That is the reason for the research on the prospects of the development and usage of a mobile app for finding sport partners in the Republic of Belarus.

The results of the research are presented below.

Logical-structural approach (LCA) is effective during all the phases of the life cycle (introduction on the market, growth, maturity and decline) of the project, especially during its identification, development, and monitoring. This approach is widely used in different kinds of projects (launching new products to the market, modernization of existing products), carried out by a variety of international, governmental and commercial organizations.

The logical-structural matrix for the development of a mobile app for finding sport partners in the Republic of Belarus is presented in table 1.

Table 1. – Logical-structural matrix of the app

Participation logic	Objectively verifiable indicators of achievements	Sources and resources of verification	Assumptions
1	2	3	4
Common goals	Improving the health of the young generation	Promoting app at schools and universities, thematic groups, targeting	People are passive, they prefer to spend time on gadgets
Project aims	Involving young people in doing sports, increasing the level of their live communication	Apps are changing rapidly, so there's need for swift tech support. Authorization is possible only via social networks or messengers	People do not want to do sports, there are no sport events nearby
Expected results	Income from users for a subscription (extended functionality of application)	People will buy a monthly subscription. Sports events will become more popular. Sport event organizers will reduce their marketing expenses	A small number of subscribers, the difficulty in finding free places for sports, a small number of organizers of free sports events
Activities	Searching for sponsors during sports events, notifying users about upcoming free sport events	Making relationships with popular brands, educational institutions, sports equipment shops	A lot of rejections in participating in the startup app. The events announcement can be late

The tree of issues for the realization of a project to launch an app on the market is presented in picture 1.

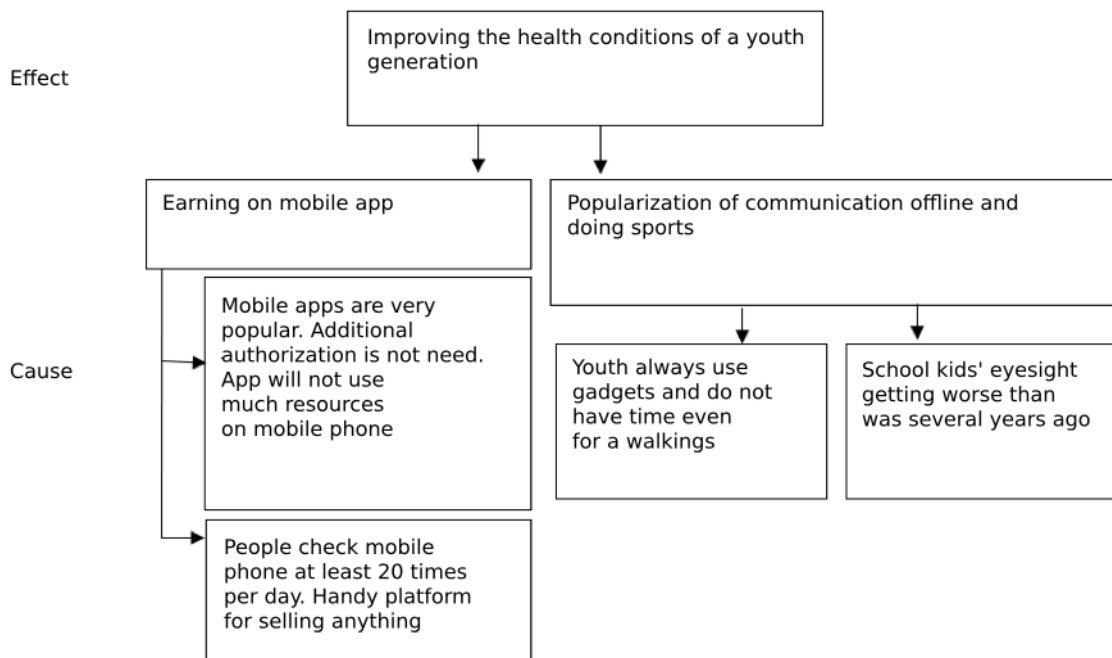


Figure 1. – Tree of issues for the realization of a mobile app

The main problem is the fact that the team of developers of the app is unknown and, as a result, big brands will not collaborate with us. It will not be possible to announce sports events consistently because of a small number of them in the cities nearby. The transportation problem has to be solved to announce sports events in suburban area.

The tree of goals that was created to solve the specified problems is presented in picture 2.

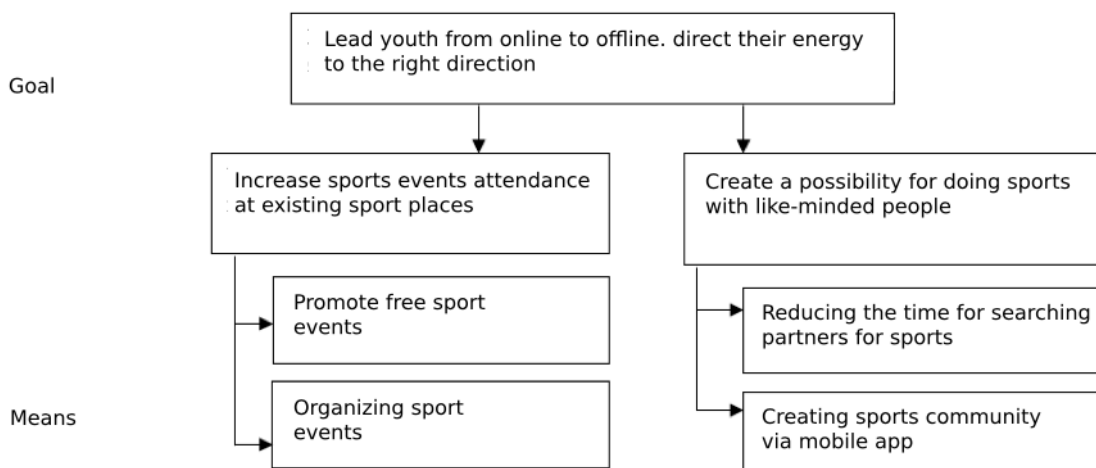


Figure 2. – Tree of goals

The key goals are reducing the time for searching for sport partners as well as involving the youth in active lifestyle and minimizing their being online.

Currently, the youth usually like to spend time on social networks, the internet as well as visit clubs and bars that leads to health issues. There are a small number of places for sports in the Republic of Belarus. It results from the fact that people are inactive and can't afford to pay rent. Moreover, the existing sports grounds are not used in a proper way.

Work breakdown structure clearly shows the final goal of the project for participants and all people interested in the project. Usually, structure for dividing (decomposition) of work is a hierarchical structure of consistent decomposition of project to sub-projects, packets for different types of work, detailed work packets.

Table 2. – Work breakdown structure for creating an app

Intervention logic	Objectively verifiable indicators of achievements	Sources of verification	Assumptions
1	2	3	4
Common goals	Improving the health of the young aged 14-30	Number of participants in sports events	Failure to meet expected indicators, cancellation of sports events, non-interactive sport events. They may be organized on the «broken» sports grounds
Project aim	Number of users, downloads, users who have a monthly subscription	Services of statistics. Funds deposited to the payment platform	Weak promoting, unclear user interface
Results	Monthly income of 30,0K BYN. Number of organized events and people who visited them	The app will generate barcode for visiting sport event	Low activity of advertisers. Low level of interactivity in the app. Lack of intention to organize sports events for free
Actions	Targeted advertising, implementing a referral system (set of exercises or subscription for 1 month as a gift in case of inviting 3 new users)	Conversion rate to the downloaded app. Weak user growth	Wrong setup of advertisements (the target audience will not see it). The referral system will not work as expected

The main goal on the mission level is improving the health condition of the youth as presented in table 2. The objective indicator of the success of the app is the number of download and users who bought paid subscription. As a result, the mobile app will bring 30,0K BYN monthly. Targeted advertising will be required to promote the mobile app at the first stage. Also, the app will be promoted during organized sports events. Google Play and App Store will show the application in the top 10 results in thematic sections and promoted region.

Functional-oriented work breakdown system for the development of a sport mobile app as an innovative product in the Republic of Belarus is presented in picture 3.

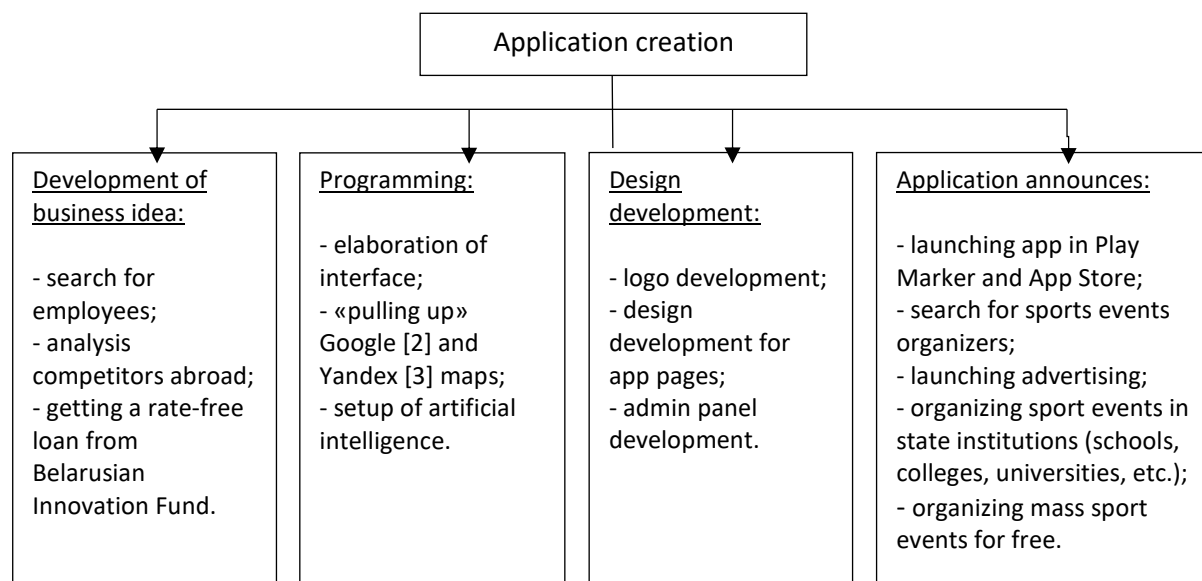


Figure 3. – Functional-oriented work breakdown system for developing a mobile app

Developing and launching of a mobile app for finding sport partners in the Republic of Belarus consists of 4 blocks of work: development of business idea, programming, design development and application

announcement. It is planned to borrow an interest-free loan for developing and launching the project. School kids and students will be the main users of the developed application. Public and private educational institutions will be the main advertising places. Along with this, advertising is planned on social networks where all the target audience (the youth) are located. This project is very important for the government because its main goal is the youth health improvement. Also, the project will create demand for places for sports which will lead to reduced rental rates of sports grounds. This means that school kids and students will be able to afford it. The mobile app will allow people to find sport partners and jointly rent sport places as well as organize free events to involve the youth in sport. The basic functionality of the app is presented in picture 4.

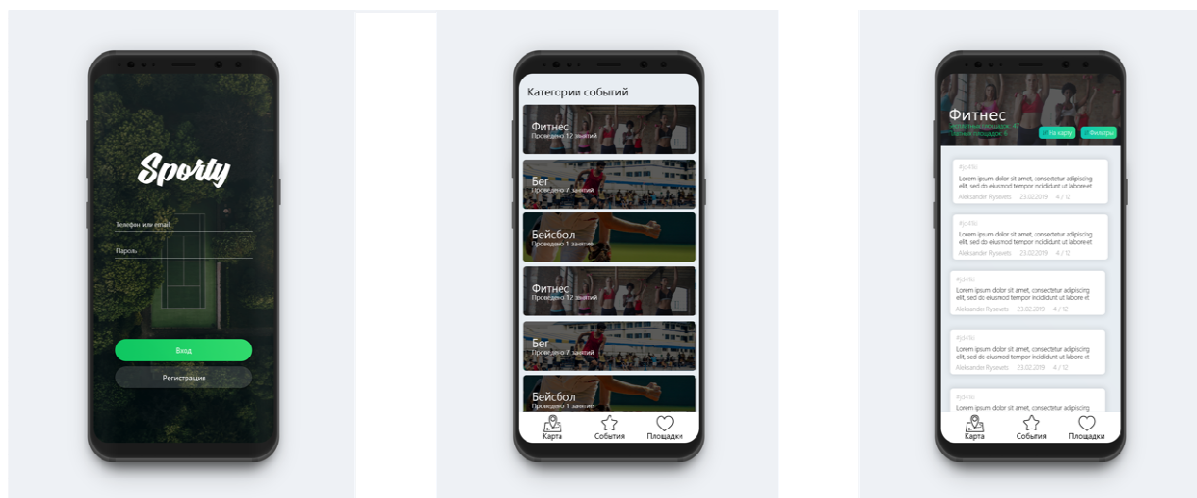


Figure 4. – Basic functionality of the mobile app

Thus, this article presents the main principles of launching a mobile app for finding sport partners and justifies the resources for its implementation. Hopefully, the use of the developed app will lead to the growing number of people who do sports and will help them to create and join teams as well as reduce rental rates of sports grounds. The detailed investigation of the issues presented in the article helped to avoid a lot of mistakes during the development of the project.

The project has high social orientation because it corresponds to the priority areas of the Government Action Program of the Republic of Belarus for 2016 – 2020 (Resolution of the Council of Ministers of the Republic of Belarus 05.04.2016 № 274) on issues of socio-economic development of the country and focuses on the improvement of the level and quality of life in the Republic of Belarus.

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