

## Registro de la Propuesta del Trabajo Fin de Grado (TFG)

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GRUPO: A

FECHA: 04/11/2020

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Apellidos Nombre

Título provisional del TFG:

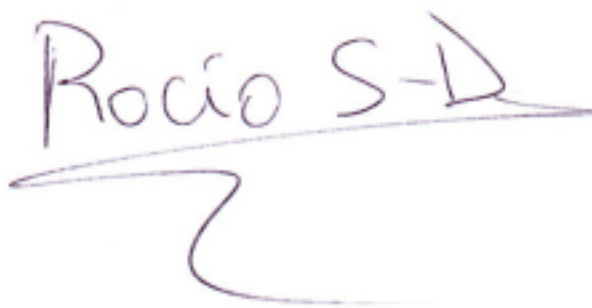
Connect Startup: The platform that connects startups with people

ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)

Firma del estudiante:



Firma del Director:



Fecha: 04 / 11 / 2020

# PROPUESTA DE TRABAJO DE FIN DE GRADO



**Connect Startup:** The platform that connects  
Startups with people

Javier López Benito (E2 Bilingüe)  
Directora TFG: Rocio Sáenz Diaz

# 1. Objectives

The objective of the TFG is the identification of the dynamics of the online work search to find new business opportunities by designing a startup that connects startups with people who want to either work or do an internship in one. This will be achieved through an online platform like LinkedIn, and it would only be available to start ups that have several characteristics previously stated such as size, duration, etc. We will develop a business plan to see the viability of our idea before launching it to the market.

In our business plan there will be different steps to follow in order to guarantee that we investigate all the factors and players that could affect us.

These steps could be summarized in five:

1. Market analysis of the work search platforms. Are there platforms that offer start up jobs only? How many jobs do startups offer inside the already exiting platforms? Are there many startups that need this service? Would they pay for the service?
2. Analyze the main work search platforms (LinkedIn, Indeed, Info jobs...) What are the main characteristics of these platforms that make them so successful?
3. Determine the technology needed to develop our platform.
4. Develop a financial model to determine the profitability of our platform. How would we monetize the platform? How many clients would we need to be profitable? How much would they have to pay?
5. Study the business plan through tools such as:
  - Business Model Canvas
  - Swat analysis
  - Financial plan

# 2. Methodology

Taking into account the objectives of our platform's business plan Connect startups, we should follow the right methodology to guarantee the success of the platform.

First of all we will investigate the different work search platforms, this will be crucial to have all the information possible to differentiate us from them and copy their main strong points. These ideas will help us focus on our idea the best way possible

Secondly, our team will develop our idea based in the basic models of outside and inside study such as the swat analysis and the PESTEL analysis, where we will look at our strengths and things to look out for.

Finally, after knowing what our platform is going to be like, we will study ways of monetizing and investigating the profitability of our startup.

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  - ii) Analysis of the technology needed to develop our platform
- III. Business Model
  - i) Business Model Canvas
  - ii) Financial Plan
- IV. Conclusions
- V. Bibliography

### 4. Bibliography

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