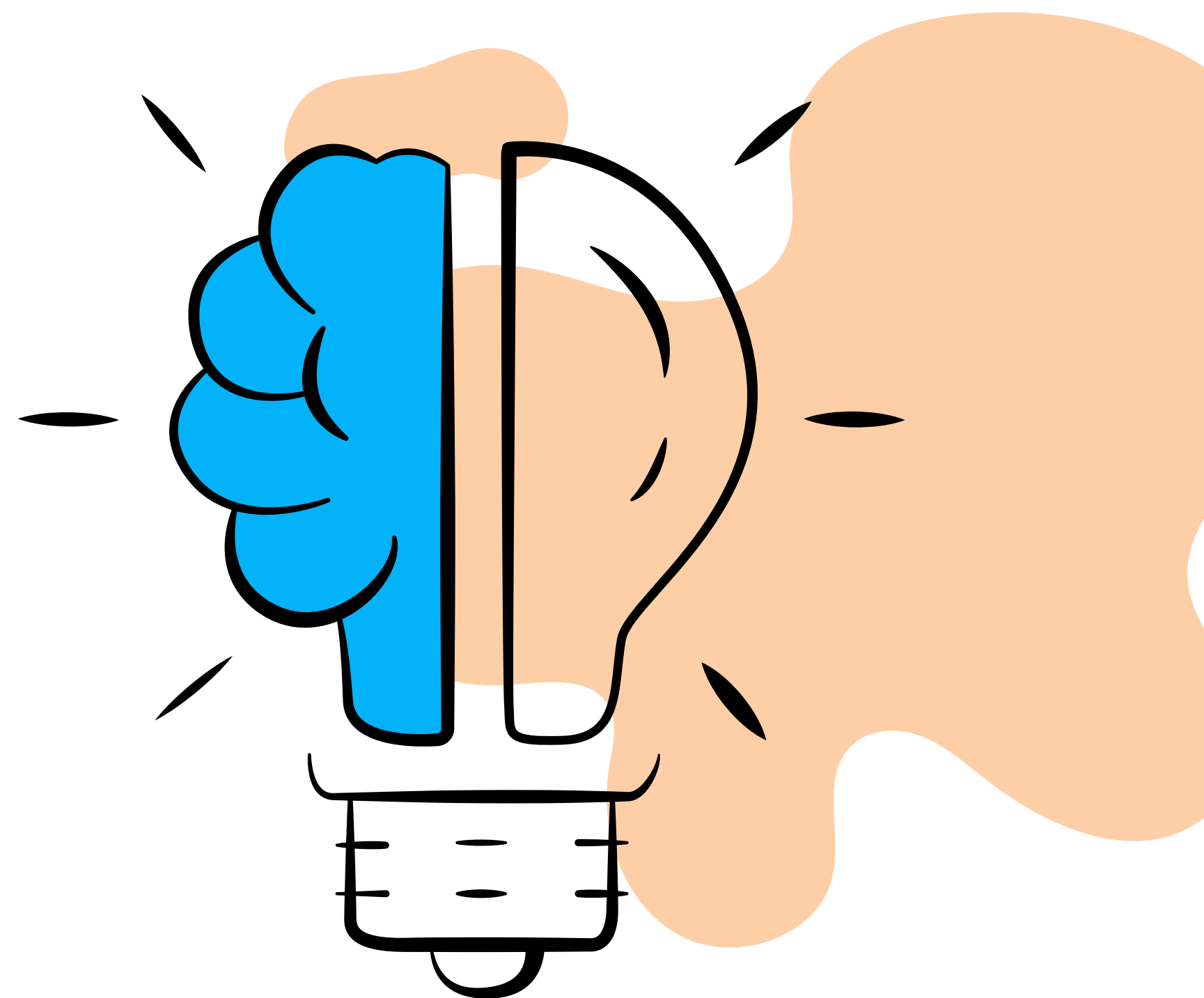


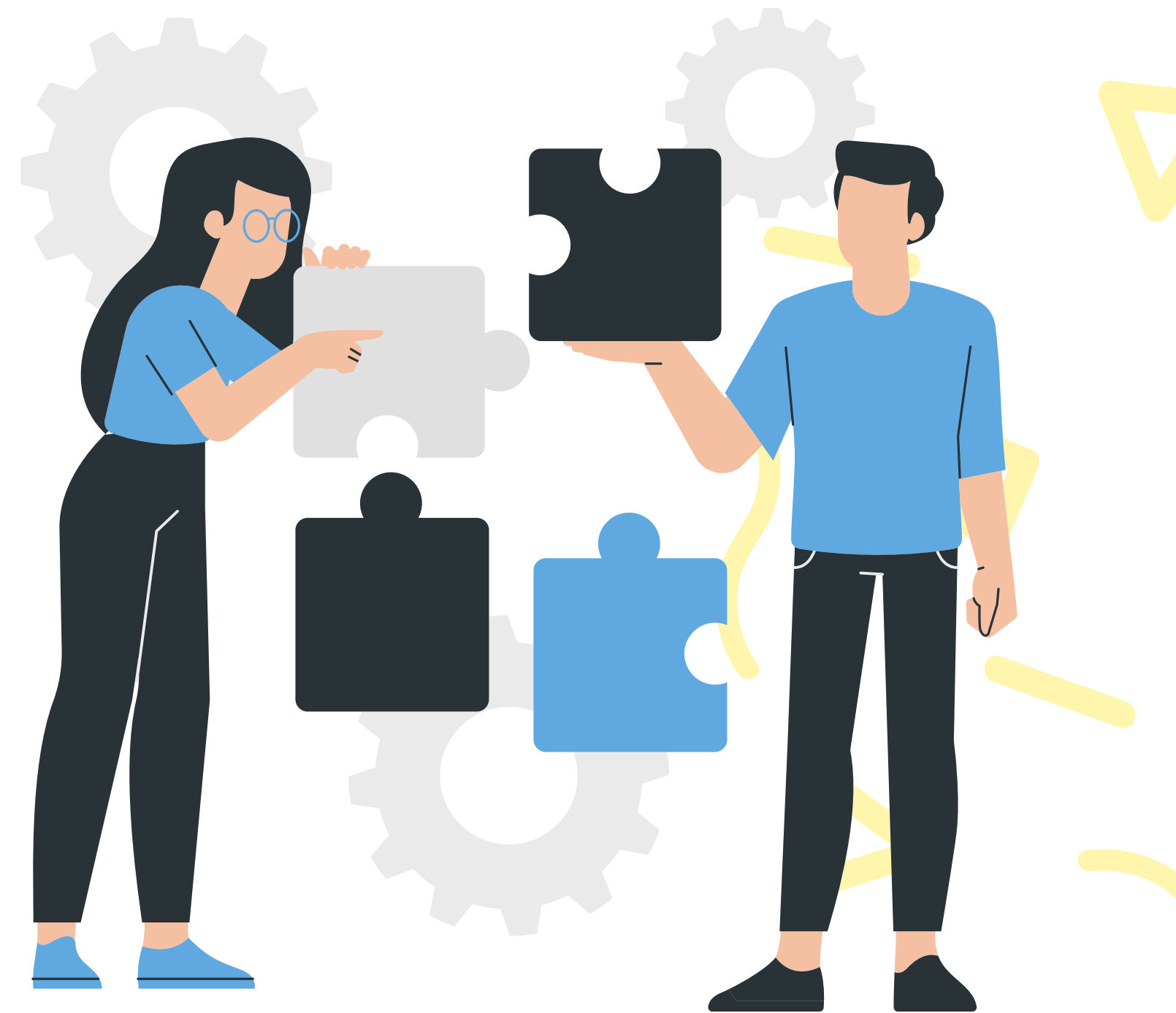
MY
Business
IDEA



ADSO
2500871

Description

The business idea we have developed is called "SenaEmpresa." It is an ongoing project in which four of us collaborate: Diego Penagos, Jary Garay, Junior, and Jennifer Marin, all apprentices in the Analysis and Software Development Technology program.





Aims

SenaEmpresa aims to optimize processes and maintain a more efficient record of each group that goes through SENA's strategy. We want to provide technological tools that facilitate the management and administration of these processes, allowing for better monitoring and control.

Target market



Our target market includes both students and instructors/administrators at SENA, as SenaEmpresa aims to enhance the experience and efficiency of everyone involved in the institution's educational strategy.

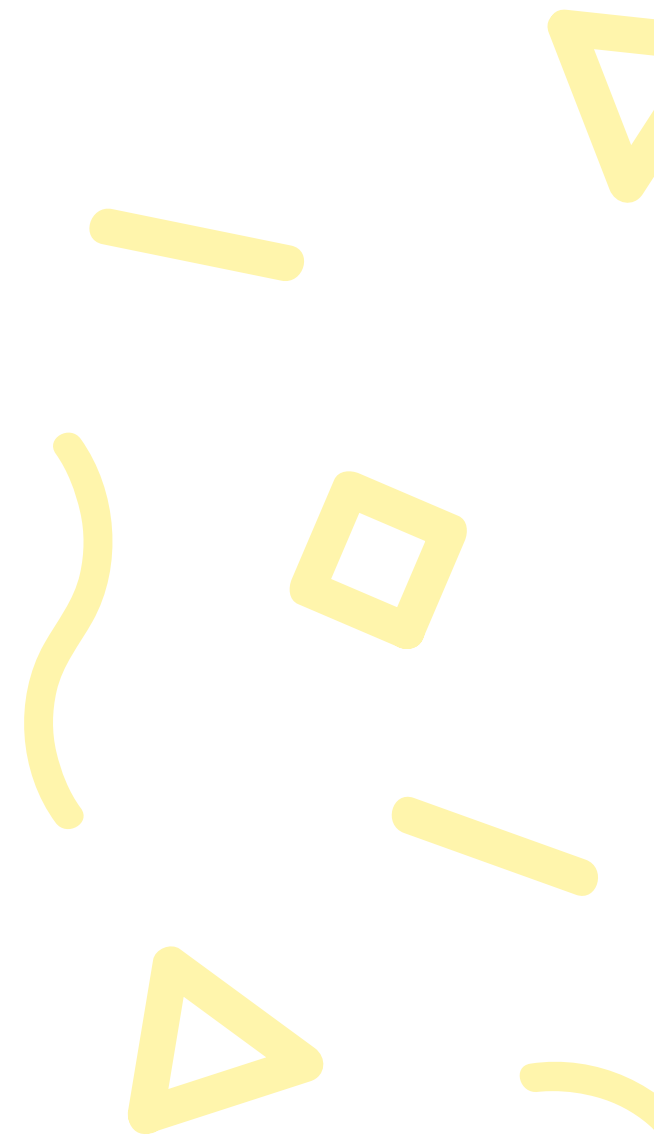
Product advertising

To promote our product, we will use presentations at events related to education and entrepreneurship, as well as word of mouth recommendations from our satisfied users.



Selling Price

Since we will present it as the final project of our technologist program, the proposal is to offer SenaEmpresa for free. We want to contribute to SENA and the educational community by providing a valuable tool at no cost.





Thank
you