**Overview**

As part of the intensive ‘Strategy and Digital Transformation’ master course organized by the university of Padova. Carried out a project to find and develop a new business plan. This shows the hands-on experience in identifying opportunities, conducting research, and creating a comprehensive business plan. Through this project I have been carried out various types of analysis and documented the entire process.

**Course Duration**: 4 Months

**New Business Proposal:**

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The Night out service is an exciting and innovative platform designed to connect users with the hottest nightclubs in town. With this app, users can easily search for tickets to their favorite nightclubs, improve their social networking experience, and even share cabs with other partygoers.

Whether you're looking for a wild night out or just want to enjoy some great music and drinks with friends, the Night Club Connector app has everything you need to make your night unforgettable. With a user-friendly interface and advanced search capabilities, the app allows you to find the perfect nightclub for your mood and style.

Once you've found the right club, you can easily purchase tickets through the app and even connect with other users who are also planning to attend. This makes it easy to plan your night out, coordinate with friends, and meet new people who share your love of music and nightlife.

In addition to ticket sales and social networking, the Night out also offers a convenient cab-sharing feature. This allows you to easily find other users who are headed in the same direction and split the cost of a cab to the club. This not only saves you money, but also helps reduce traffic congestion and minimize the environmental impact of your night out.

Overall, the Night out is a must-have for anyone who loves to party and experience the nightlife scene. With its advanced features and user-friendly design, it's the perfect tool for connecting with others and enjoying all that the city has to offer after dark.

**Mission**

Our mission is to be a club chain service company that provides service to discover nightlife, easily make reservations and buy tickets. We want to avoid wasting time, price uncertainties, promote car sharing and create a social community.

**Values**

·Create a community ·Entertainment ·Accessibility

**Vision**

Make nightlife more open and connected.

Timeline

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Diagram

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Diagram

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Graphical user interface, application

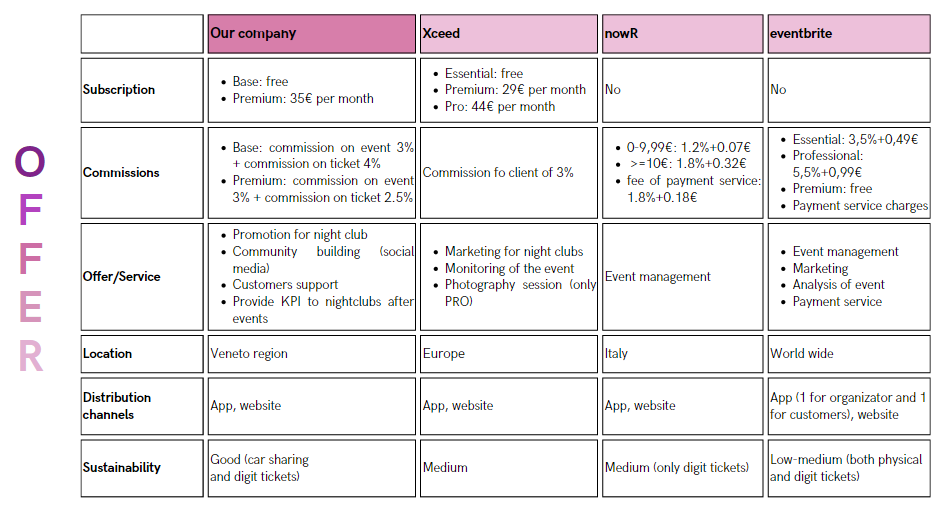
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Table

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Chart, application, pie chart

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Diagram

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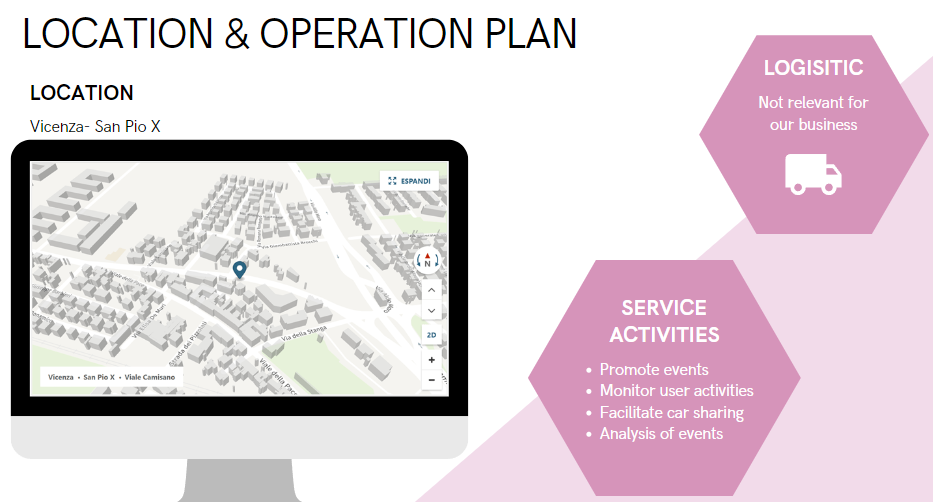
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Diagram

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Timeline

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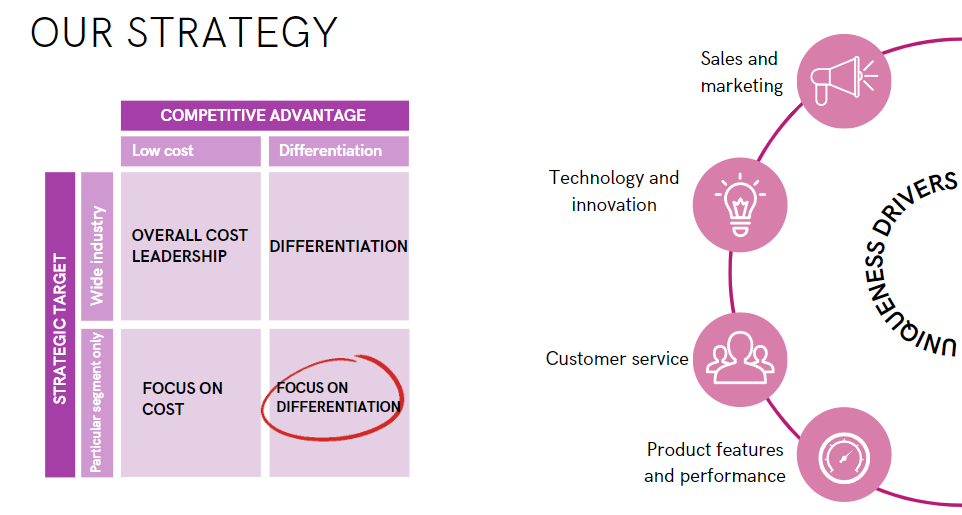


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A picture containing graphical user interface

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Timeline

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