

An abstract, futuristic image featuring a dark background with a complex, glowing geometric pattern. The pattern consists of interconnected lines and cubes, some of which are illuminated from within, creating a sense of depth and movement. The overall aesthetic is high-tech and digital.

# Business Proposal

IBM CAPSTONE PROJECT

# Proposition

A new startup comprising a small team of 10 individuals would like guidance on possible locations for their new company. The group has decided between Toronto, Canada and New York City as possibilities. New York is a major metropolis with a population of 18,804,000. It has five boroughs that are uniquely differentiated from one another based upon surrounding demographics and service potentialities of each neighborhood. Price is significant in this market as it is a highly sought location for businesses. Toronto, Canada's population is around 6,197,000 people. It is noted for its multi-cultural experiences and close proximity to theatres, restaurants and local shopping. Most notably, its compared to New York City as having a similar appeal to many who have visited.

The ultimate premise of this proposal is to provide the client with data that will guide their team's decision in picking the ultimate location for their startup based upon their top choice preferences in a location. The conclusion of this proposal will detail the final results of our analysis and visualizations that will assist the executive stakeholders in their decision making.

# The Ideal Locations for New Startup

## TOP TEN MOST IMPORTANT LOCATION PREFERENCES



### Proximity to Business and Services

Most startups would like to be close to services rather than commuting long distances.



### Infrastructure

Infrastructure is massively important. No one will feel productive in a building that has poor maintenance or is structurally unsound.



### Parking

This is paramount if a vast majority of the workforce is commuting. However, if in NYC public transit is a safe bet.



### Demographics

The overall demographics of the community is important especially if its a young company looking to target a specific customer base.



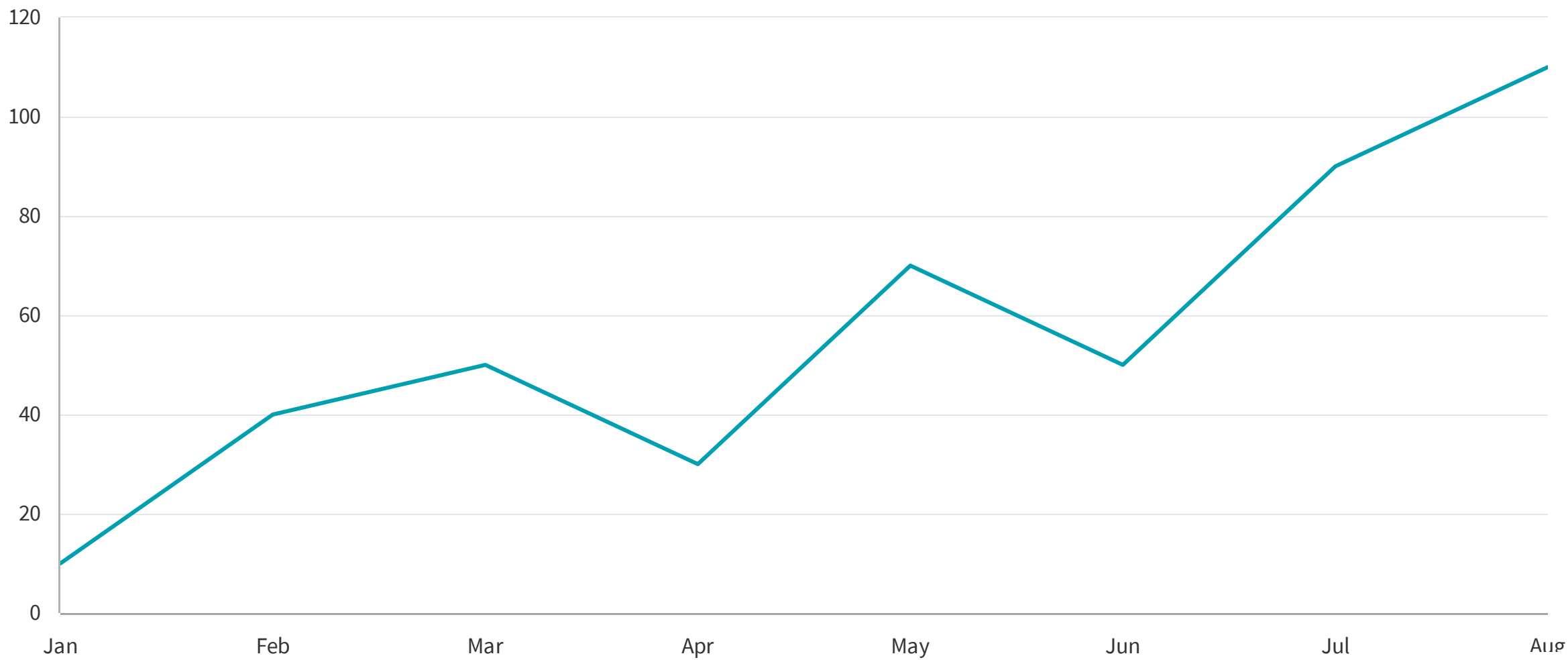
### Competition

The business can benefit immensely if its in close contact with potential customers of the competition.



### Foot Traffic

Dependent upon the location the potential to acquire new customers is magnified with high traffic location.



A photograph of a wooden desk in a modern office or home setting. On the desk is a silver laptop with a colorful nature wallpaper, a black smartphone, and a black coffee cup. In the background, a large window looks out onto a dense city skyline with various buildings under a clear sky.

# CONCLUSIONS

Data Analysis Results

25%

75%

100%