

SELECTION OF THE BUSINESS IDEA

NAME	Tomás Ezequiel Macri
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NAME	Clara Madeleine Gómez Moreira
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NAME	Beatriz Borrego
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1. DESCRIPTION OF THE BUSINESS IDEAS TO BE ASSESSED

IDEA 1: Description: main services and general characteristics

Medical data and doctor appointments' manager app

It would be simple and very intuitive so older people not used to technology could be able to understand how to use it. Each user could customize its interface so as to reach the greatest number of customers, such as hospitals, private clinics or individual patients of all ages. There would be different options and functions; for example making appointments or organizing medical paperwork.

The interface could be adapted to each customers' needs, depending on whether the user is a company or a patient.

IDEA 2 Description: main services and general characteristics

Book Archive / Library

This app would have a database of books that could be filtered by type, author, title, series, etc. Users could save the books in a wish list as favorites, purchased and as part of a series. The interface would be easy to use, minimalistic and responsive so different devices could support it. The main page would show a list of purchased books and a list of read books so users could continue reading where they left off.

The books could be downloaded and edited by highlighting the text, adding notes, making drawings, etc. To set apart our project, we could add subscription plans so that users can access all the books in the database at a reasonable price. There could be several payment options: monthly, annual...

IDEA 3 Description: main services and general characteristics


App with augmented reality for interior design

The developed app would show virtual furniture in a room by using augmented reality software. The target market would be furniture, real state, building, interior design and architecture companies. Clients would have a custom database with all the furniture on their catalogues. In addition, the app would offer the option to add new furniture to their database. Nevertheless, the app offers default options such as modifying the dimensions or color of the registered furniture.

Apart from the furniture, elements such as walls, columns, ceilings could be previewed by adding wallpaper, wall paint, etc.

Assessment criteria	Puntuación	Remarks
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	Idea 1	Idea 2	Idea 3	
Necessary investment and available resources	2	5	4	Lower score to higher difficulty
Potential demand	2	3	3	The higher the demand, the higher the value
Evolution of the number of consumers	1	4	4	The higher the growth potential, the higher the score.
Number of competitors	4	1	4	The more competition, the lower the score
Importance of competitors	3	3	3	Stronger competitors, lower score
Bargaining power with suppliers	5	5	5	The more possible providers, the higher the score
Need for specific knowledge or qualifications	4	4	3	Higher score if we have them or can acquire them.
Need for sales channels	2	1	4	The more complex the channels, the lower the score
Original or innovative elements	3	1	5	Highest score for originality and innovation
Access to the right staff	2	2	3	The higher the availability of staff, the higher the score
Dedication required	1	1	1	Higher dedication, lower score
Expected profitability	3	2	5	The more profitable, the higher the score
Similar examples of business success	2	4	3	Higher score when there are similar successful businesses.
Affinity with preferences and hobbies	2	2	5	The higher the affinity, the higher the score
Affinity with personal abilities	2	3	4	The higher the affinity, the higher the score
Family support	3	2	5	The more support, the higher the score
TOTAL	41	43	61	

 **REMARK:** Try to assess objectively. Discuss your ideas around you, ask for opinions and listen to them. If possible, contact professionals in the sector and share with them your proposals.

SELECTED IDEA

Software for interior design companies with augmented reality

Scope:

Companies located in Spain

Description:

Software that allows users to test interior design products and how they would look like in different environments.

In addition to the software, our company would modify the interface to adapt it to the clients' requests.

We would offer customer service and technical service such as maintenance

Description of your product or service:

Functionality for companies:

Modify database: add or delete furniture to the database so that the clients can upload their own products

Change interface: adapt design to clients' requirements

Change language: multilingual software based on clients' requirements

Functionality for users:

Select colors

Change position: move and rotate the items within the environment

DEVELOPING OUR BUSINESS PLAN

NAME: DualVision

Describe the Idea of business you are going to establish.

The activity of our company is:

Developing software by using advanced augmented reality technologies.

Satisfy each company's need when facing a specific target market.

Research the market and assess our software's functionality and usability needs.

We choose this business idea and not another because:

It is an innovative technology in an area without much competition and many potential clients.

In addition, we are very interested in this field and this kind of technology and we want to keep on learning about it.

It will cover the needs of most furniture and remodeling companies

Our clients:

The work process will be less time consuming and more efficient.
 Their potential number of consumers will be increased.
 Expenses will be cut down for the companies, as customers would avoid taking previewed furniture back.

General public:

The furniture selection will be faster and simpler.
 It gives customers a chance to test the product before buying, transporting and assembling it.
 It saves time for everyone involved.

BUSINESS PROMOTERS			
PERSONAL DATA			
Name and Surname	Beatriz Borrego		
National Identity Card	02668653D	E-mail	beatriz.borrego1@educa.madrid.org
Birthday	11/08/1992	Adress	C/ Ricardo Ortiz, 57
Phone number	620745758		
PROFESSIONAL DATA			
Academic training	Academic degree		Study center
	1. University Degree in Translation and Interpreting		Universidad Complutense de Madrid
	2. Master's Degree in Audiovisual Translation		ISTRAD y Universidad de Cádiz
	3. HNC in Mobile App Development		IES Francisco de Quevedo
Further training	Studies		Study center
	1.		
	2.		
	3.		
Work experience	Firm	Occupation/work post	Period
	1. Freelance	Translator	May 2017 – Present
	2. GBA Información Económica y Financiera SL. (Madrid, Spain)	Administrative	Feb. 2020 – Present
	3. Altagram (Berlin, Germany)	Translator and Tester	Feb. 2018 – Aug. 2018
	4. Media Interactiva (Seville, Spain)	QA Tester	May 2016 – May 2017
	5.		
	6.		
	Other data	Languages	1. English
	Technical knowledge	1. Programming languages: Java, Kotlin, Python	2. DataBase: Oracle, MySql

BUSINESS PROMOTERS			
PERSONAL DATA			
Name and Surname	Clara Madeleine Gómez Moreira		
National Identity Card	53473791X	E-mail	claragomezmoreira@gmail.com
Birthday	16/03/2001	Adress	C/ Ciudad Encantada 9B
Phone number	623202513		
PROFESSIONAL DATA			
Academic training	Academic degree		Study center
	1. High School Degree in Arts		IES María Zambrano
	2. HNC in Mobile App Development		IES Francisco de Quevedo
Further training	Studies		Study center
	1.		
	2.		
	3.		
Work experience	Firm	Occupation/work post	Period
	1. Kids & Us	English Teacher	August 2020 – July 2021
	2.		
	3.		
	4.		
	5.		
	6.		
Other data	Languages	1. English C2 level in English (Business English too)	
	Technical knowledge	1. Programming languages: Java, Kotlin, Python, SQL, Html, Css, Bootstrap, XML, etc	2.

BUSINESS PROMOTERS			
PERSONAL DATA			
Name and Surname	Tomás Ezequiel Macri		
National Identity Card	Y7451932S	E-mail	emacri@educa.madrid.org
Birthday	09/07/2001	09/Adress	Calle Helsinki 25B, 28022
Phone number	660046009		
PROFESSIONAL DATA			
Academic training	Academic degree		Study center
	1. High School Degree in Computer Science		Ort
	2. HNC in Movable App Development		IES Francisco de Quevedo
Further training	Studies		Study center
	1.		
	2.		
	3.		
Work experience	Firm	Occupation/work post	Period
	1. IBAI SISTEMAS S.A	Software developer	January 2022 – Present
	2.		
	3.		
	4.		
	5.		
	6.		
Other data	Languages	1. English	
	Technical knowledge	1. Programming languages: Java, Kotlin, Python, Html, Css, Bootstrap, XML, etc	2. DataBase: Oracle, MySql, Postgres, SQL