U-Day Business Ideas

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CONTENTS

ABSTRACT

In the present context of its sustainability, marketing, innovation and shopping centre management activities U-Day identified a unique opportunity to create shared value. By supporting young entrepreneurs to share their business ideas or to find Help for Project & New Product Ideas - U-Day is the platform for idea sharing. It is mainly to give everyone a chance to develop their own ideas and/or help develop other people's ideas. The ideas submitted will be "reviewed by the concerned officer and publish them for public view also the user will be awarded with some amount for his idea from the finance team. Thus the interested capitalist can purchase an idea, innovation and can implement that idea in their locality". This will certainly help India improve its Ease of Doing Business. Further, U-Day is also the first solution in creating a platform for sharing the business ideas by considering the concept of "**Atmanirbhar Bharat App Innovation challenge - Make in India".**

1. INTRODUCTION

The present Economic conditions in our country have changed notably because of the COVID-19 Pandemic, also the unemployment still continues to be a problem that affects young people in particular. Young entrepreneurs face a range of barriers in bringing their business ideas to fruition, from lack of available capital to kick-start their initiative to obtaining visibility in a crowded market place and accessing professional advice.

In this context, U-Day saw an opportunity to create shared value by supporting young entrepreneurs to share their business ideas or to find help for Project & New Product Ideas in a format which brings additional excitement to start business by seeking these ideas.

This is the first dynamic platform in sharing business ideas and generating the revenue which helps in Development and Economic growth.

1.2 BACKGROUND

The idea of the U-Day is to provide the potential solution to assist creative young people with promising business ideas and bring new products and services to market.

The main concept of U-Day is to create an opportunity To help small business and startups through 'information sharing', who has an idea of business but lacks with capital. They can share business idea in this platform. The ideas submitted will be "reviewed by the concerned officer and publish them for public view. Thus people can view this idea and if interested can implement in their local by taking partnership or by own.

2. MODULES AND THEIR FUNCTIONS

A strong idea platform offers transparency – a highly valued trait in today's marketing model.

2.1MODULES

- ➢ Users
- ➢ Admin
- ➢ Analyst
- ➢ Finance

2.2 MODULES DESCRIPTION

1. <u>Users</u> :-

In this module, the User can register themselves by providing the necessary information. After successful registration, user can be able to view/edit his details, able to share his business idea either in privately or publicly and can see the ideas of others. Also he will get paid and idea will be posted publicly after successful review and negotiations with the analysis team otherwise his idea will be in under review or in private mode.

2. <u>Admin</u> :-

In this module, the admin will maintain all the user details, tracks their activities, and can delete the user. Also he can add/del/modify the business categories.

3. <u>Analyst</u> :-

In this module, the Analyst can be able to Review/Analysis/Rate the business idea shared by the user and he will finalize the amount for the idea.

4. <u>Finance</u> :-

In this module, After successful review the finance team will transfer the amount to user for the idea shared by particular user.

3. SPECIFICATION REQUIREMENT

3.1 FUNCTIONAL REQUIREMENT

This section provides requirement overview of the system. Various functional modules that can be implemented by the system will be -

3.1.1 Registration

All the users can register in this platform and then they able to share their own ideas or can see the ideas shared by the other users.

3.1.2 Login

Users login to the system by entering valid user id and password for the shopping.

3.1.3 Share / View idea

Users can share their business ideas which are already implemented and succeeded or wishing to implement but not having the capital support. All these can be posted in either public or private mode. All the shared ideas will undergo the review system by the concerned team.

3.1.4 Payment

For sharing the business ideas users will got the token amount which is decided by the reviewing officer, that will be finalized by the financial team.

3.2 NON FUNCTIONAL REQUIREMENTS

Following Non-Functional Requirements will be there in the insurance to the internet:

(i) Secure access to consumer's confidential data.

(ii) 24X7 availability.

(iii) Better component design to get better performance at peak time.

(iv) Flexible service based architecture will be highly desirable for future extension.

Non-Functional Requirements define system properties and constraints. Various other Non-Functional Requirements are:

- ➢ Security
- ➢ Reliability
- ➢ Maintainability
- ➢ Portability
- ➢ Extensibility
- ➢ Reusability
- ➢ Compatibility
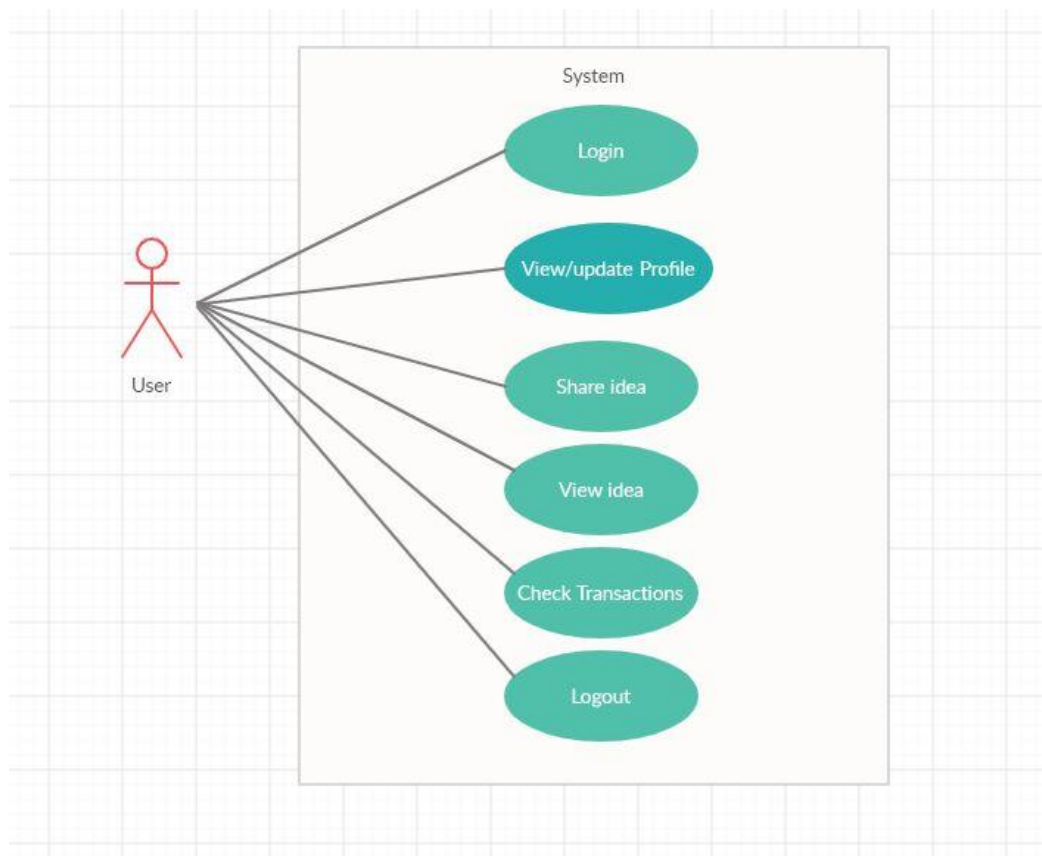- ➢ Resource Utilization

3.3 Performance Requirements:

In order to maintain an acceptable speed at maximum number of uploads allowed from a particular user as any number of users can access to the system at any time. Also the connections to the servers will be based on the attributes of the user like his location and server will be working 24X7 times.
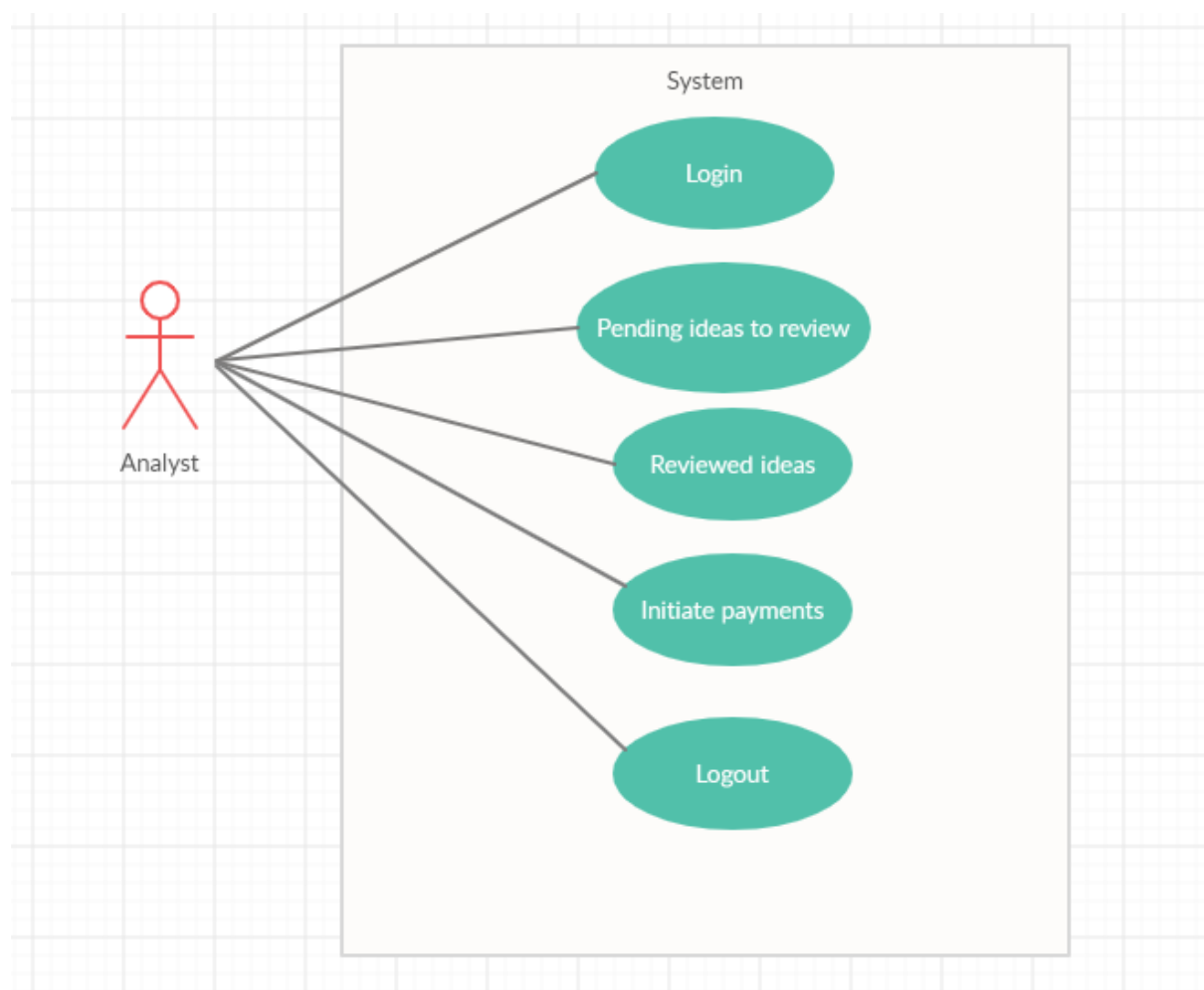
4. USE CASE DIAGRAMS

User :-

User will login and he will be able to view/ modify his details. Then he can either share his ideas or view the ideas shared by the other users. He can share his ideas either in private or public mode, i.e., public mode means other users can view his ideas, private means it does not go to the public view. But the idea will undergo to the review system irrespective of the mode. After reviewed by concerned officer the post will be awarded with certain amount. User can either accept or under the negotiation. Till then the posted idea will be "Under review". After the successful review process the shared idea will be change to Public. Also he can able to see all his transaction details.
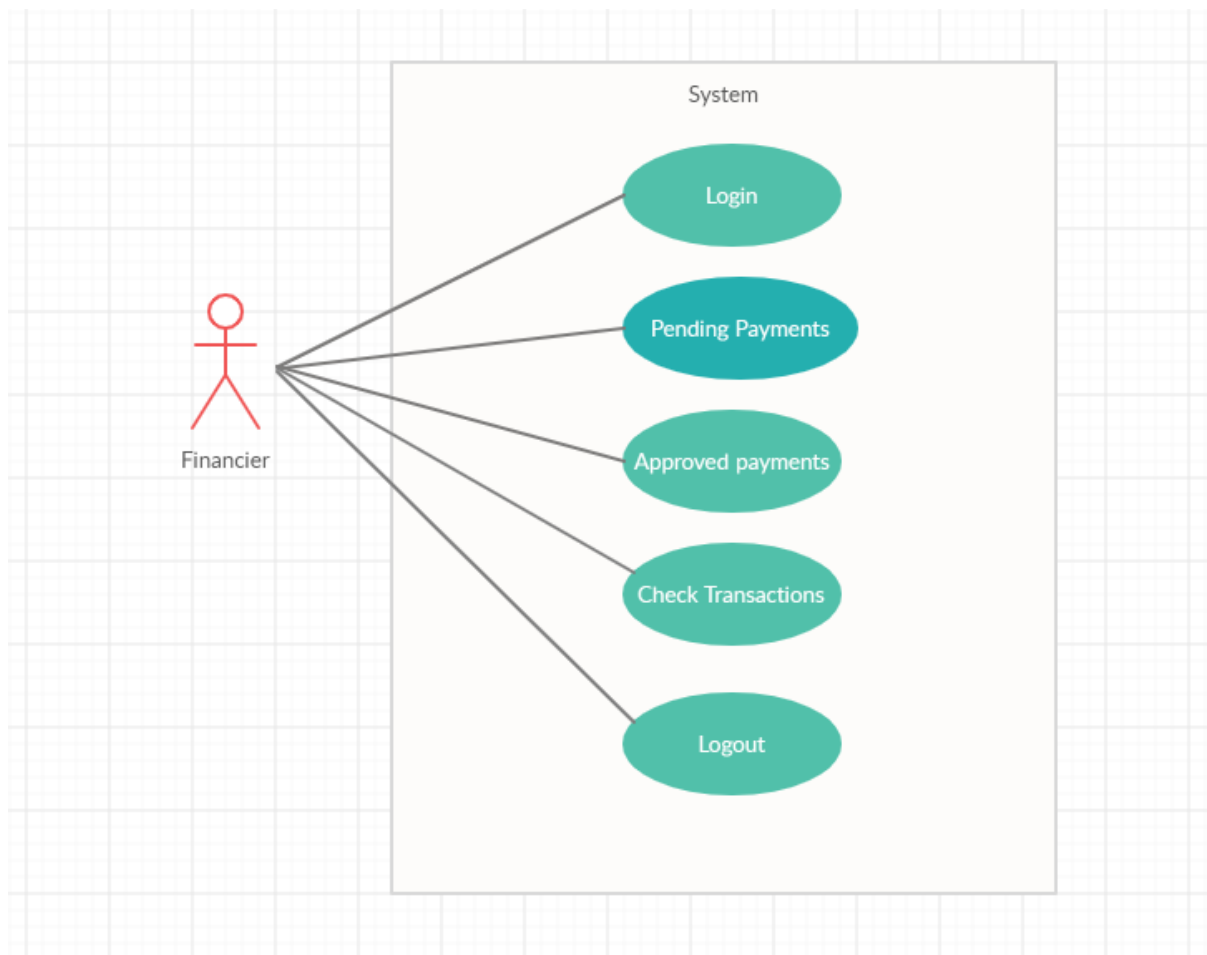
Analyst :-

In this Analyst has the most prominent role. As the users post their idea, he has to take that for the review process. He has to validate the idea, all the background checks and also the success rate if implemented already or the future scope. By reviewing all these he has to provide the rating for idea also has to suggest the estimated amount to user for sharing his idea. He has to deal with all the negotiations, if any. He can view all the previously reviewed or the ideas yet to review. After successful negotiations he can transfer this to financial team to process the transaction by initiating payment.

Finance Team :-

The financial team will finalize the payments which are came after the successful review process. He can able to view all the transactions which are approved or in pending. For audit purpose he can able to view all the transactions approved by him under check transactions.

5. SECURITY

U-Day knows users care deeply about privacy and data security, and we optimize our work to get these issues right for users. We design our systems with your security and privacy in mind. We work to protect the security of your personal information during transmission by using encryption protocols and software.

6. CONCLUSION

We have introduced this platform of U-Day that is, to the best of our knowledge, the first dynamic platform in sharing business ideas and generating the revenue which helps in Development and Economic growth. The Business analysis in this platform of U-Day shows that the business ideas shared by users does not impose trustworthiness assumptions.

Further, U-Day is also the first solution in creating a platform for sharing the business ideas with all the securities and by considering the concept of **"Atmanirbhar Bharat App Innovation challenge - Make in India".**

Finally, some open issues have been identified that are left as future work.

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