

Undergraduate Dissertation
DEGREE IN BUSINESS ADMINISTRATION &
MANAGEMENT

Title: De la idea al negocio

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I. INTRODUCTION TO THE PROJECT

1.1. Abstract

Since many years, libraries have been crowded during exams periods, and it is an absolute chaos when we refer to the way it is organized during these periods.

Some of these problems, that could also be considered as examples are:

Students put their books or even their bags in other tables to book a seat for their friends. Some of them take a break of one hour while they leave their things on the seats, others take the chairs to put them in a free place to study...

As an student that I am, I have lived with these problems for many years. But it was the last year when I thought this could change. Technology is evolving and improving, but it seems that libraries are quite outdated.

Once I came to this point, I decided that I could carry out a research and then propose my own new vision and system of how libraries could organize to provide a better service to the users and also to their workers. So that is exactly what I did. At the same time that I was doing my Erasmus during this year, I decided to focus myself on bringing this idea to light

As we will see, I have treated with libraries, possible clients and users, I have developed my own mock up, I have designed my own brand logo, and many other things that I hope it will let you amazed.

Despite all the hard work and all the time it has required, it has been an incredible year and probably the most important one for me when we refer to studies. I had got out of my comfort zone, attending French courses of entrepreneurship, talking with other people about business and presenting my own project to a jury, where we were fifty candidates and I placed the third one.

I expect that you enjoy as much as I did reading this project, were it all began as a simple idea, but after all the time I put in, I had finally realize that it could be done and libraries can innovate to follow the technology trend.

1.2. Introduction to the topic

As we already know, bringing an idea to light and make it reality is such a difficult process. We must consider that 90% of the ideas that people try to carry out do not succeed.

I knew since the very beginning that the topic “de la idea al Negocio” would be a challenge, but this is what I like. I want to demonstrate myself how far I could come and also that age is just a number. It all depends on how bad you want it. So this topic is not for everyone. It is for those who want to make something different and are ready to get out of the comfort zone. And in my opinion, life follows the same path.

On the other hand, I wanted to create this project to demonstrate people and universities that students share the same problem around the world, and it could be solved applying the appropriate technology.

Besides, I used to ask myself: how is it possible that when we go to the cinema we know before if we have a sit or not, but when we want to go to the library we don't?

So here it is where all started, but before getting into more detail and entering into the project development where all will show you all the steps I have done and how I came to the final project, we should have a look on the basic definitions that we will be dealing with during this journey.

What does the word **entrepreneur** means?: It is a person devoted into creating something of value for the people, the society and the economy. It is the activity of setting up a business by taking on financial risks in the hope of profit.

What does the word **business** means?: It is an organization or enterprising entity engaged in commercial, industrial or professional activities. Business can be for-profit entities or non-profit organizations

Once we have seen all these main definitions, let's get the project development, where we will see the steps and studies I have done to understand the sector better.

II. PROJECT DEVELOPMENT

2.1. Theoretical framework/Literature review

2.1.1. The problem. What do we want to solve?

The main problem is that people do not find a place to study during exams periods, and they go to the library without knowing beforehand if they will have a seat or not.

The organization that is followed in the libraries could be improved, and the staff is overwhelmed due to these facts.

We need to find a solution to offer a better service to the students, and this could be done thanks to the development of technology.

Furthermore, this is not just a national problem, which is what I thought at the beginning. The reality is that, after talking with some friends around the world (Colombia, France, Norway), they told me they had exactly the same problem, and no one cares about it because it has always been like that'.

As mentioned in the abstract section, the main problems are:

-Some students do not go to the library because they live far and if they don't find a seat there, they will have to lose a lot of time to come back.

-Students put their books or even their bags in other tables to book a seat for their friends.

-Some of them take a break of one hour while they leave their things on the seat.

-Others take the chairs to put them in a free place to study.

So after becoming aware of this situation, and making different surveys to students and the staff, I thought about a overall solution.

2.1.2. Value proposition. Who we are.

Welcome to:



From BE2SIT, we want to provide a mobile App that let people know the number of available seats in real time, and it also let them book a seat from wherever they are with just a click.

We have been developing for a while the whole functions and the mock up of the mobile application which will help to solve all the students problems. It would include the next features:

- Number of free/available seats in each library close to you, that will be given thanks to your location.
- Possibility to book the seat you want for 15 minutes, since we have developed a system where if you arrive into the library by that time, you will use the QR lector situated at the entrance to confirm that you have arrived, and you will use it once again when you leave the library. By this way, you solve the problem of leaving your home without knowing in advance if you will have a seat to study or not.
- The app will include a map, where you can see all the libraries of the city, with real time information as if it is open, the schedule, activities and many more.
- It will provide a unified network where the students could search for any document or book, and it will show them where to pick it up.
- A section with personal information, where the student could have a look on how much time he has been in the library, time spent using the phone, exams calendar...
- The reservation of boxes and rooms around the school could be managed by this App as well.

So now imagine that you are taking coffee on a bar, and you don't know if you have a seat or not in the library. With BE2SIT, you would not have to go to check it by yourself. It will let you know as soon as there is an available seat for you!.

But, how would it looks like?:



Students could be having a coffee in a bar they would get a notification when there is an empty seat, which would be really interesting nowadays with the COVID-19 to monitor the affluence.

2.1.3. Benefits for the libraries

As mentioned above, this App could provide helpful tools that would be useful not just for the students but also for the libraries' staff.

These advantages could be:

1. The university reputation will be improved as they are investing in their students and they are differentiating themselves from the competitors (for example in the case of private libraries, which some of them are managed by banks and you can just get in if you are a client).
2. It offers a better service to all their students and they are implementing a system which provides a better organization, as no more students will put the notes in the table to book a seat. So the workers would be more efficient in their work as they don't have to go through the library to supervise all these things.
3. As we would have a data base with all the students names, we could send them some notifications about seminars, conference, lectures, or even courses that could be of their interest.
4. The library would obtain statistics of the affluence of the students in the library, so they would know in which periods of the year it would be interesting to have more staff, or more furniture.

2.2. Methodology










2.2.1. The business Model

What is a business model?

A business model is a company's plan for making a profit. It identifies the products or services the business will sell, the target market it has identified, and the expenses it anticipates.

What is the business model canvas?

Business model canvas is a strategic management and lean start up template for developing new or representing existing business models. It is a visual chart with elements describing a firm's value proposition, infrastructure, customers and finance.

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners  Possible partnership with a company that lets students to upload their own notes to earn some money.	Key Activities  A mobile App which shows: -A map with all the libraries close to you. -Number of available seats in real time. -Possibility to book a seat. -Info about these libraries as the schedule or some cultural activities. Key Resources  -The mobile App -The place to implement it	Value Propositions  -Libraries well organized, helping the staff and the students -To improve the students efficiency. -Offering a better service.	Customer Relationships  -One step forward: There is no competition at all. Once we have the libraries interconnected in the App, we have huge barriers of entry. Channels  How are they aware that you exist? -Surveys -Facebook ads -Word-of-mouth	Customer Segments  -Private banks: Which manage the libraries (they could be interested in offering a better service to their clients). -Council: Could be interested in implementing the project in the city. -Some universities.	
Cost Structure  The cost to make the Application		Revenue Streams  We will obtain money by offering this service in exchange of a fix fee, as there must be a team behind the App managing and taking care of it.			

DESIGNED BY: Strategyzer AG
The masters of Business Model Generation and Strategyzer

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strategyzer.com

Business model canvas template from: Strategyzer

2.2.2. Lean start up method.

The lean start up method is a process that has been implemented by many startups during these last years, which consist in trying out your idea in a basic way, (like a demo or a first version), to put it out on the market and see how people and customers respond to it. Once we observe what costumers do not like and what they prefer, we must pivot rapidly to offer a new version again.

There is a quote that Reid Hoffman, co-founder of LinkedIn use to say: “If your are not embarrassed by the first version of your product, you have launched to late”.

Why do I want to apply it?

Lean startups hire workers who can learn, adapt and work quickly while traditional businesses hire workers based on experience and ability.

It follows the standards of launching a basic idea while cutting costs simultaneously (do not need to develop a complete App investing thousands of euros), and then changing some parts of the project depending on what the customers think about it.

At the end, what you think about your product or service could be much different than what a customer could think. He is the most important one.

This methodology was developed by Eric Ries.

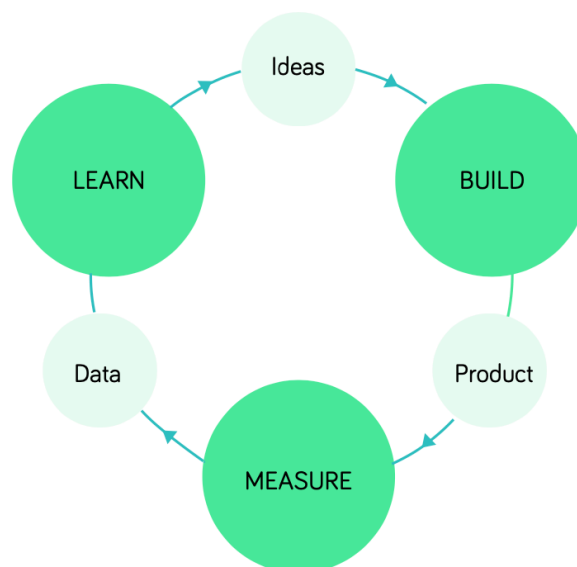


Image from: The power MBA.

2.2.3. Minimum Viable Product

What is the Minimum viable product (MVP)?: it is the smallest product I can expose to costumers to obtain some feedback and see how it is going regarding what they want.

Moreover, it is a concept that perfectly relates to the Lean Startup Method, which tell us to launch a basic idea to the market and then pivot depending on what the customers think about it, until we get the final version.

2.2.4. The Market

What is a Market?: A market is defined as the sum total of all the buyers and sellers in the area under consideration. This area could be the contry, the city, a state or even the earth (global market).

Analysis of the sector. Competitors/Customers/Users

First of all, we must differentiate between who are the users of the App and who are our customers.

The customers, which are those who will contract the service and will pay for it, are the universities and private banks, which are in charge of public and private libraries.

The users of the service are the students, which nowadays have many different problems when it comes to going to the library as mentioned above.

Therefore, if there is a problem and we offer a solution that could bring a better service and their workers could be more efficient, they could be really interested. At the end students will talk about that library with outstanding features which is different from the others, and people would prefer to go there.

When it comes to competitors, we realized that there is just one business who has developed something related with the affluences, which lets you know at what time there is more people by using some sensors at the entrance. It is call “affluences”, and they work with libraries and museums.

However, there is no competitors that offers something similar to us, letting you book a seat and many other cool features that would help students and workers.

2.2.5. How to be profitable?

When it comes to revenues, we have thought about different sources of income.

On the first hand, we thought about an entrance cost for the university or bank (libraries' owners) of an amount, and then a recurring income per month due to the maintenance of the App, which requires improvements and surveillance to keep everything under control.

Secondly, depending on the agreement we reach with the client, we could think about showing some advertisement on the App, because as we have the data of all the students, we could make some statistics about the number of students, gender and many other features that would be interesting for companies to advertise their companies there.

On the other hand, there would be a premium App (free of advertisement) where it will include different advantages as:

- Booking a seat for 20 minutes instead of 10 minutes.
- The App notifies the students when there is a free seat, so he/she has not to be awaiting with the App open.
- No advertisements.
- Some free books during the year.

2.2.6. Swot analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of your business. We can use it to see the advantages and disadvantages that our business and the sector has.

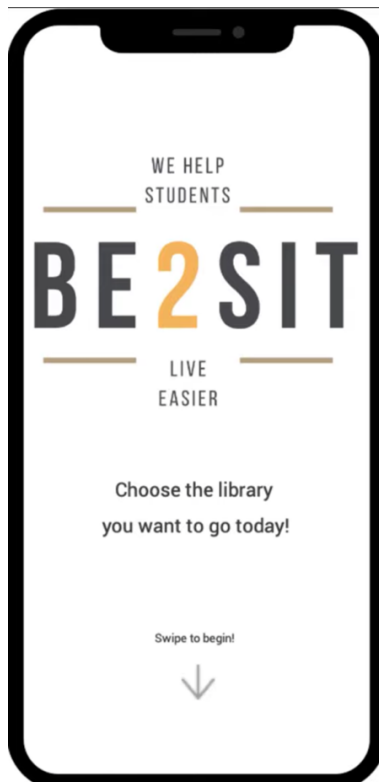
SWOT ANALYSIS (BE2SIT) Analysis

INTERNAL FACTORS		EXTERNAL FACTORS	
WEAKNESSES (-)		THREATS (-)	
1	We can not collect students data in public libraries (legal terms)	1	Seasonal App. People would use it just in exam periods
2	Not sure if we could use advertisemets in the App	2	People don't like to book a seat in public libraries
3	First project ever launched in libraries	3	Do not know if universities would pay for this service
4	Do not know how people would react		
STRENGTHS (+)		OPOORTUNITIES (+)	
1	We are students and we know perfectly the students problems	1	Global problem
2	Two partners with different capabilities	2	First movers. We could stablish entry barriers
3	Possibility to implement it in other countries	3	Private univerisites and banks could probably like to use it
4	Not much financing needed		

2.2.7. How does the App works? Mock up and sections of the App.

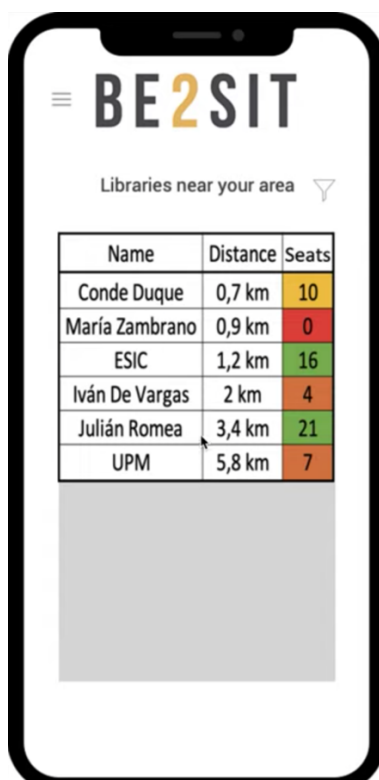
To better understand the process of how the App would works, I am going to explain it in the next steps:

1. The greeting



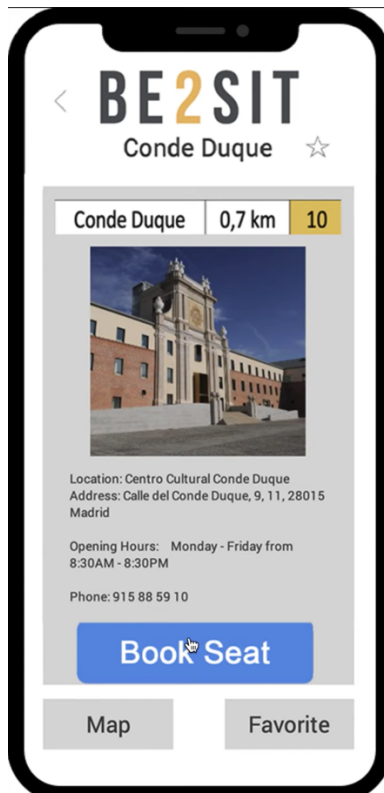
This is how the App looks like the first time you open it. As you can appreciate, it is basically our company Logo, with the “swipe up” option to begin with.

2. Choose your library



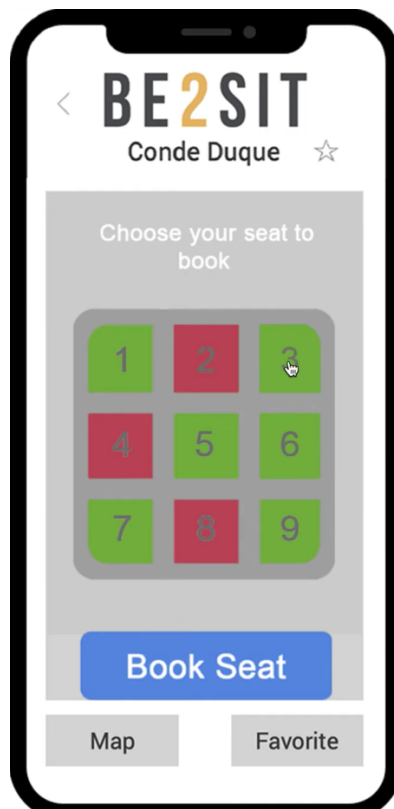
In this first section the student could see the main libraries that are close to him at this exact moment depending on his location. It shows how far is the library and how many available seats are in real time.

3. Pick the library you want



To continue with, we have chosen “Conde Duque” as an example. Then you will find some relevant information about this specific library as the schedule, the address, the phone number to ask for a book, or even the map to know how to get there.

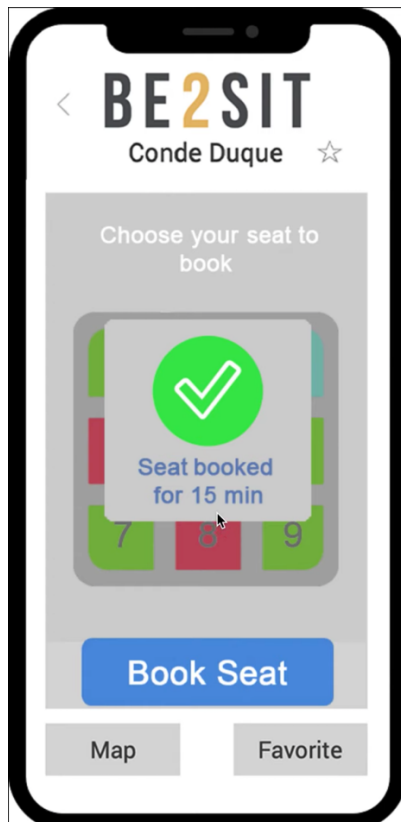
4. Book a seat



Then you have a display with the available seats at this moment, and you proceed to book the seat that you want. In this case we will select number 3 as an example. The requirement is to arrive in the 10 minutes time frame. Otherwise the seat that you have booked will not be available for you.

Note*: We must consider that 70% of the library would work through the app, while the other 30% of the seats would be accessible permanently for those who do not want to download the app or to bring the phone to the library.

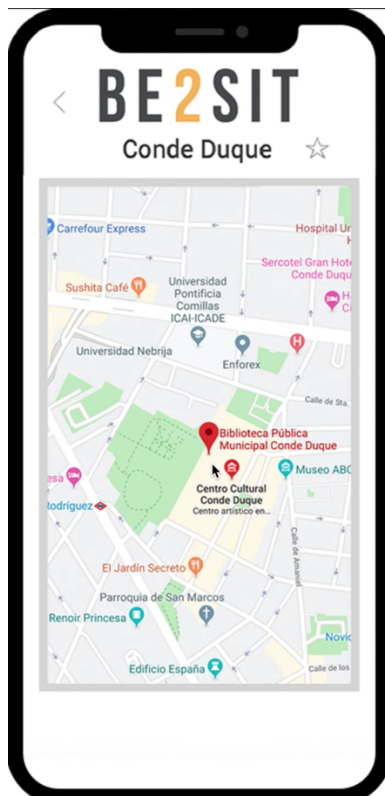
5. Confirmation



A confirmation display will let you know if it was booked correctly or not.

It will also shows you the time you have to arrive to the library. Otherwise it will be free for other students again.

6. Address



In case you want to see the address, you could access to it directly through our App.

2.2.8. Costs for the company and for the clients

As we are considering a mobile App and no physical investments, our costs will be focused on the development of all the App futures and the maintenance of it.

We were considering the cost of a security employee as well, but then we realize that most of the libraries already have one in order to preserve security.

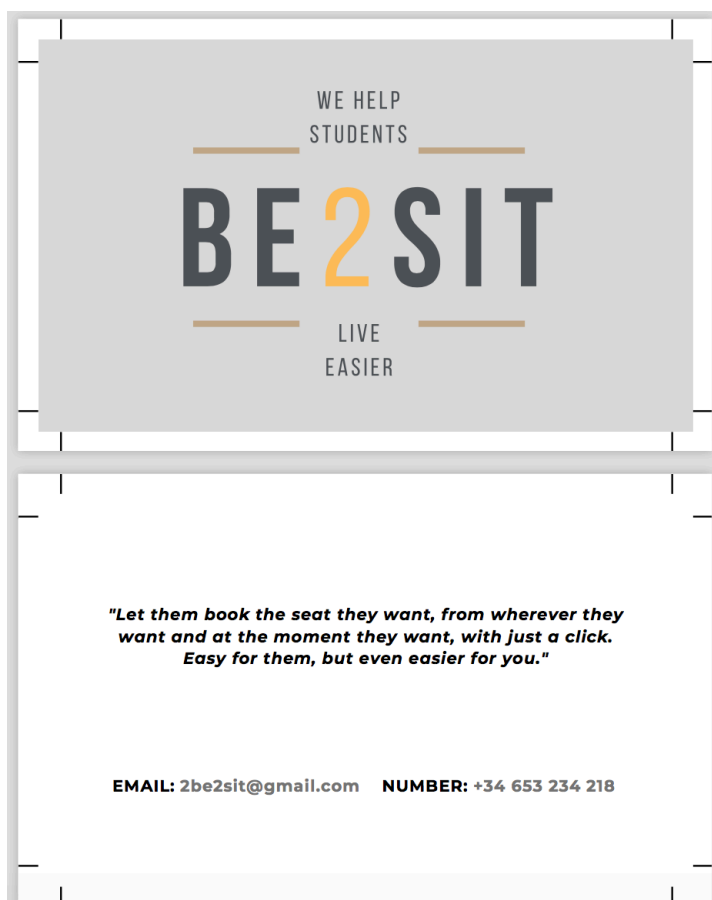
Furthermore, we will not consider any kind of physical device as it would increase the costs and the maintenance would be tough.

We cannot talk about numbers because we are not sure of how much would it be to develop the whole App and offer a maintenance service.

However, Vicente, who is my developer partner, has estimated a cost around 5,000 € to launch a basic App to the market, including the main features to show the different libraries with their location and basic information, the number of available seats and the possibility to book a seat. On the other hand, the clients could choose whether to be a beta-tester, where they will pay for the development of the App and will be the first ones to try it, and the advantage would be to have a brand new service adapted to what they want. Otherwise they will pay an entrance price and then the App maintenance.

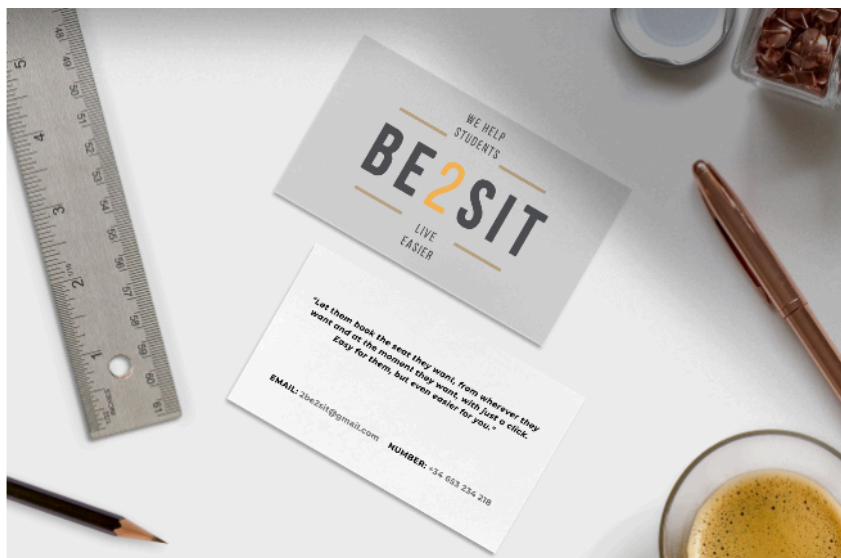
2.2.9. Business Card

Furthermore, we have designed a business card that we would provide in a meeting to possible investors or workers. It looks like this:



FRONT SIDE

BACK SIDE



2.2.10. Slogan

What is a slogan?: It is a short phrase that is easy to remember and it may be catchy. Slogans are used in advertisements who want people to remember their brand name or the product or service they are selling. Sometimes you are listening a song but of all a sudden you think in the brand that used to use it in their advertisements. (Cocacola is really good at this).

We have also developed two different kind of slogans to be used to engage students to use our App, and the other one to attract some investors. These slogans are the following:

SLOGAN:

1. *“Find and book the seat you want, from wherever you want, at the moment you want, with just a click”.*
2. *I am totally sure that you’ve left the library many times because you hadn’t found a free seat. But that’s not the present.*

Value proposition (for students): *We offer the students an Application to solve the main problems at the time of finding a free seat. “Book the seat you want, from wherever you want, at the moment you want, with just a click”.*

Value proposition (for libraries): *We offer you the possibility of eliminating every single problem inside the library with a free and easy way to manage this App. “Make the student’s life easy. Be the best out there”.*

2.2.11. Helpful advice for entrepreneurs

After reading many books of great entrepreneurs and considering that my parent have run a business for more than 30 years, I have developed a list of tips that I always consider at the time of implementing an idea.

I must say that to carry out this project I wanted to do it with a partner that could provide different knowledge and, therefore, we would complement each other at the same time that we learn from the other.

One of the main problems that I have seen many times is someone that runs a project with a friend from his same class, and therefore they have the same knowledge and abilities, which does not help the project to evolve.

Consequently I ask my cousin to join me, because he is a computing developer and we think in a similar way.

When it comes to the **main tips**, we could consider:

1. Not to fall in love with your idea
2. Be a lean start up
3. Do not wait necessarily for a business angel. Try it by yourself.
4. Do not get to complicated with the technical development
5. Look up for a partner who complements you (as I mentioned before)
6. Everything must be carried out in writing. To avoid problems
7. Not to many partners. It could lead to loss of interest
8. Surround yourself by workers with better capacities than yours

III. RESULTS

3.1. Surveys to potential users

3.1.1. Landing page

We also wanted to measure how many people would be interested in using this App, that is why at the end of the survey we shared a link to redirect people to a landing page with a lead magnet on it.

What is a landing page?: In digital marketing, a landing page is a single web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, YouTube or similar places on the web.

Unlike web pages, which typically have many products or services and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action.

What is a lead magnet?: It is free content that you offer to a possible client in exchange of their email address, so you can contact him/her in the future when you have news.

Besides, lead magnet is a good way to engage people to your content as they are happy because they are obtaining something for free.

SÉ DE LOS PRIMEROS EN ENTERARTE. ¡APÚNTATE EN LA LISTA CON TU CORREO!



¡SORTEO CUENTA PREMIUM VITALICIA!

"Encuentra y reserva el sitio que quieras, sin importar el momento y el lugar en el que estés. Rápido y sencillo".

Email Address

First Name

Subscribe

In this case I was offering to get into a draw with the possibility of winning an annual premium account in our App.

Survey Results

After carrying out a survey with more than 200 hundred students and listening to their main issues, I have finally conclude that there is a problem that could be solved.

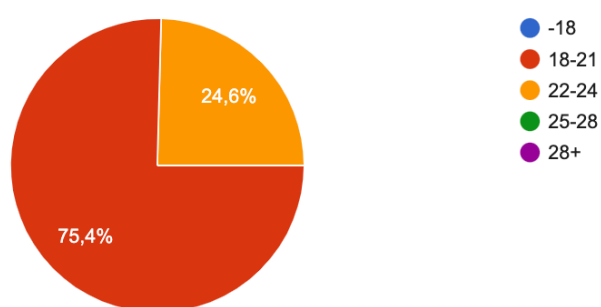
Before getting into the results, we must consider that the survey has been carried out in Rennes School of Business (France) where I was studying during this year, and it is an international university with people from all over the world, which helps me to understand students global problems.

If you want to see the whole survey, you could check it out in the “Anexo” section. But some of the main results are the following:



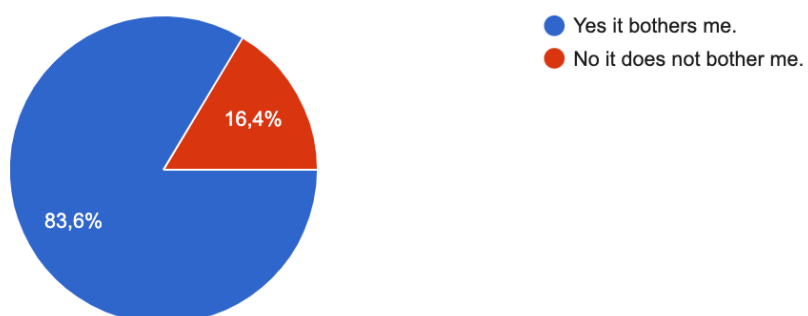
1. How old are you?

61 respuestas



2. Does going to the library without knowing if you will have a seat or not bother you?

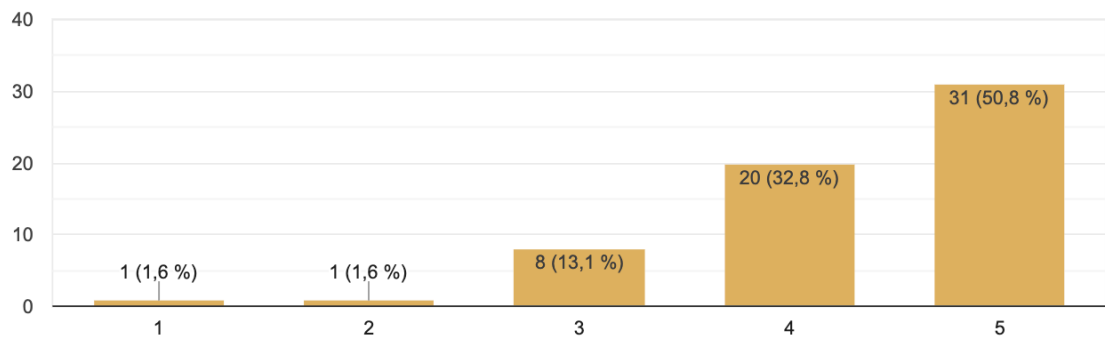
61 respuestas



3. ¿Do you think a Mobile App which provides REAL TIME information on the amount of available seats in libraries could be useful?

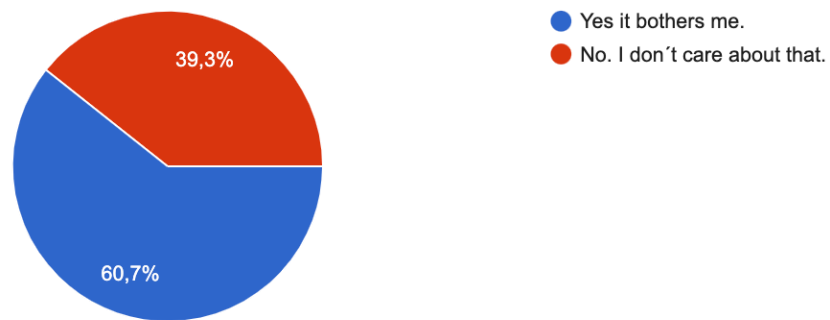


61 respuestas



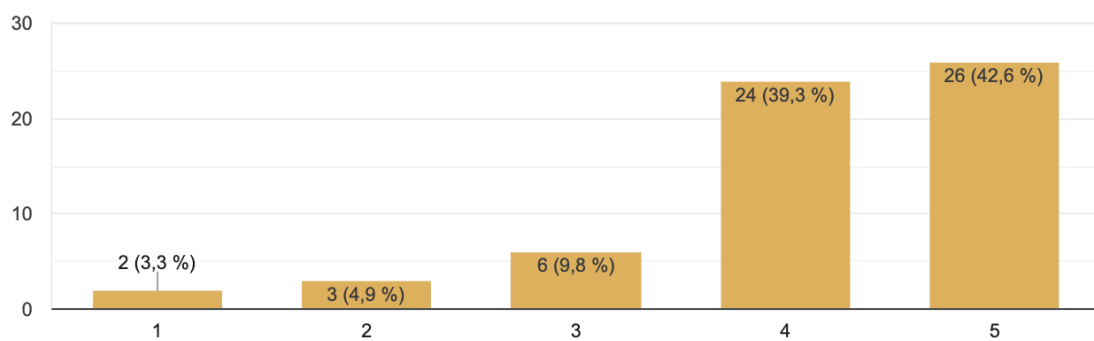
4. Does it bother you when people reserve free seats for others? (with books and notes)

61 respuestas



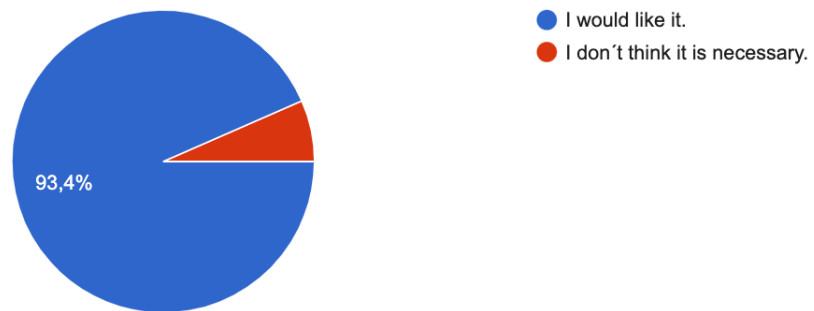
5. Would you use an Mobile App that lets you book a seat from anywhere with just a "click"?

61 respuestas



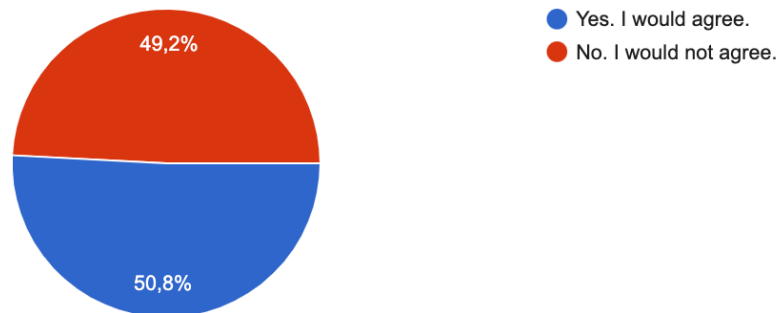
6. Would you like a feature in the App that tells you where libraries are located in each city?

61 respuestas



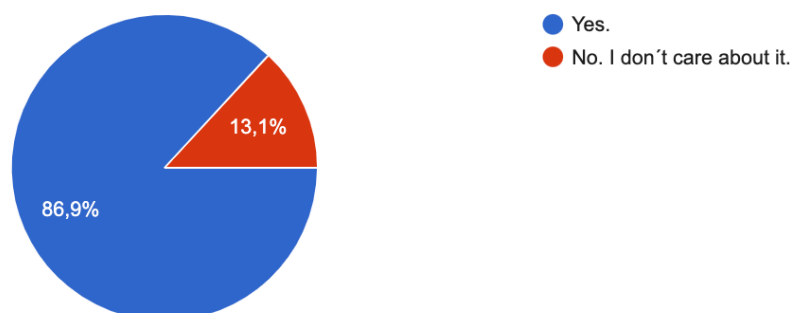
7. Would you agree with the idea of banning the possibility of reserving seats with books for others?

61 respuestas



8. Have you ever decided not to go to a library because you thought it would be crowded?

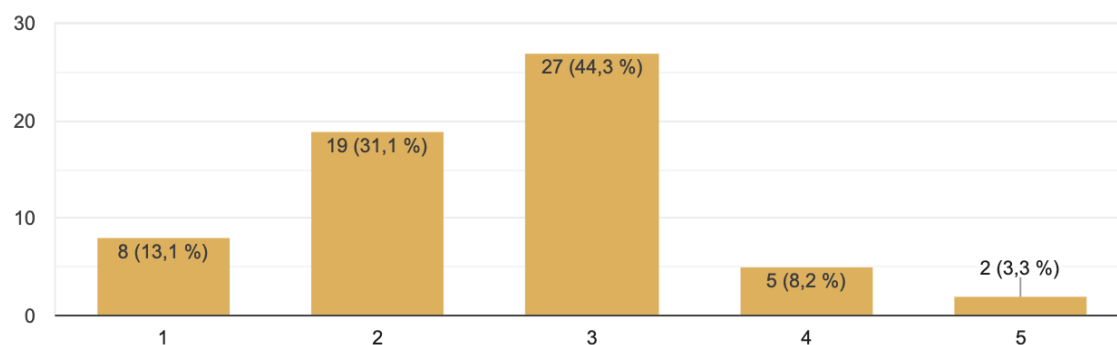
61 respuestas



9. Do you think that the libraries from your city are well organised during exam periods?

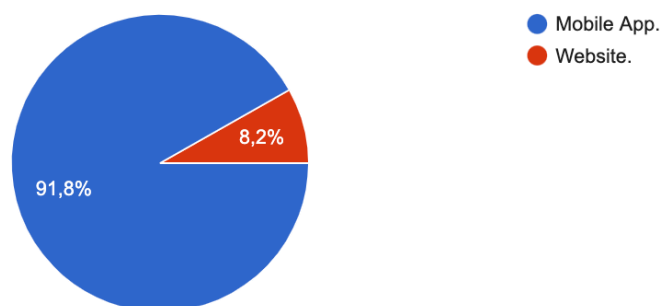


61 respuestas



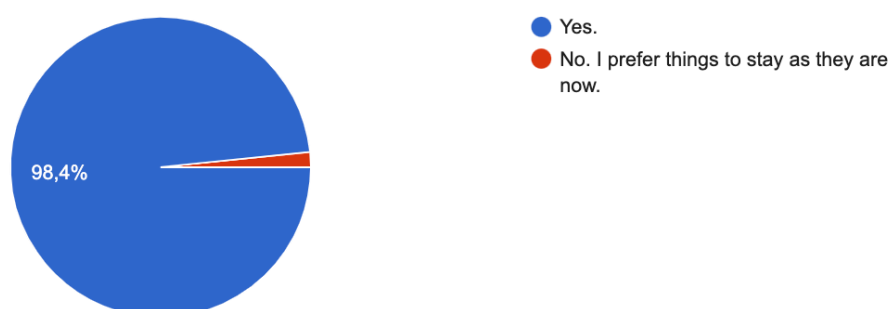
10. What would you prefer between a Mobile App and a Website?

61 respuestas



11. Would you be in favour of using an App (or a website) if it gave you a solution to all the problems mentioned above?

61 respuestas



3.2. Surveys to potential clients (public and private clients)

First of all, we must keep in mind that our clients are the libraries and private banks or institutions who needs a better organization system. Therefore, after meeting some possible future investors and some possible clients, we have put some points into common, which are quite interesting.

3.2.1. Feedback

- **Universidad Complutense de Madrid**

Meeting with the María Zambrano library's manager:

It was really helpful as he told us the difficulties we could find at the time of accessing the data of people who go to public libraries, because of right issues.

He also told us that conflicts could arise when it comes to booking a seat because we all have the same rights to take an empty seat once we are there. Those are the main problems with public libraries. However, the situation in private libraries would be much different as they can establish the rules they want.

This was a clear example that even though you could think that your idea is powerful, there are always some issues that you will have to fight against.

Nevertheless, he congratulated us because it is a great idea that could be launched in a near future.

- **Universidad Politécnica de Madrid**

Meeting with ETSIT library's manager:

This meeting was relevant as she gave us the perspective of other projects that did not come out at the end because of different reasons.

The first one was that the management team of the “Universidad Politécnica de Madrid” was not willing to invest in new systems, as it would probably means to submit some students data.

On the other hand, some other projects just launched the product but they did not offer a maintenance service after all, which leads to a poor result.

Besides, there were also budget problems, as it was expensive to maintain.

That is why we told them that we wanted to offer a service which just depends on a data base an internet. We do not want any kind of physical devices as it implies to ensure that it never breaks and may be also expensive.

However, she was happy that some students wanted to provide a new system and she encourage us to keep working because sooner or later a project will arise and will solve the problems.

- **Banco Ibercaja**

Meeting with Sinués library's manager:

We were talking with the former director of the library, and once he listened to us, he decided to bring us to the library to meet the actual manager and tell her the project.

They also gave us different points of view, which were really interesting as it was more focused on how to make it a profitable project.

He thinks that one day, private will start to charge a low fee in order to offer a better service with better conditions. So we could think about it.

On the other hand, he is nowadays working on Ibercaja, in a department where he organizes all the different conferences during the year, and he thinks it could be really useful to use the App to book your own seat before you get there.

What really caught my attention was that this library was already working with QR readers at the entrance, which shows how libraries are starting to implement technology.

IV. CONCLUSIONS

4.1. Problem conclusion

As we can clearly see in the survey's results, there are some problems and students are aware of them.

Besides, it looks like libraries are outdated and technology should come along. It would definitely offer a better service for both, students and employees, and will help them out to be more efficient.

From BE2SIT we have talked with hundreds of students around the world, and more than 95% realize that with technology, they would be more efficient and comfortable, and everything would be easier, from booking a working room, selecting a book or accessing to some basic information.

Furthermore, we are sure that technology cannot be ignored, and sooner or later it will come along to be implemented.

4.2. Extra: Project competition. Jury night.

As an extra, I wanted to thank Rennes School of Business for the great initiative of encourage young entrepreneurs to follow their passion with the Innostart Program, which nowadays it is not quite common. It is been a great experience during a semester where I have improved myself at the same time that I have enhance the project, which makes it definitely a great experience.

To finish with, I would like to share some pictures of the Jury Night, where all of the candidates have to make a speech about their projects, and where I placed number 3.



All the candidates at the beginning of the program.



Final Candidates at the Jury Night.

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VI. APPENDIX

Useful tools used to better explain the project:

Logo and business card designed in Canva - <https://www.canva.com/>

Landing page designed in - <https://mailchimp.com/>

Our Mock Up, designed and developed by BE2SIT. Explanation of how it works - <https://www.youtube.com/watch?v=UhTSZq0VbQo&feature=youtu.be>

The students survey and the questions asked - <https://forms.gle/ndDoCDMiRxFajY9X6>

Business model canvas made in - <https://www.strategyzer.com/>