



Startup Buddy

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Abstract:

India has more than 19,000 technology-enabled Startups, led by consumer Internet and financial services Startups, the report said. "Indian Startups raised \$3.5 billion in funding in the first half of 2015, and the number of active investors in India increased from 220 in 2014 to 490 in 2015. As of December 2015, eight Indian Startups belonged to the 'Unicorn' club (ventures that are valued at \$1 billion and upwards)." To guide the new startup, this website will help you to take the necessary steps systematically and can be used to check that all the appropriate steps are being taken and the management of the startup will be more easy. This application will help you to get Startup Recommendations, choose a domain name, design a logo, purchase domain name, promoting, hire employee or other people can apply for jobs.

Keywords: Startup, Naming, Domain Purchase, Logo, Promoting, Hire Employee, Apply for Jobs, Collaborative Filtering.

I. INTRODUCTION

"Startup India" initiative has become a revolution for all the people who want to think and do something out of the box. In order to encourage this movement, it is important to make sure that the person planning to start a Startup has done a proper research and follows all the appropriate steps to make it successful. Our website will give all the necessary resources and guidelines to the person so that the chances of failure of Startup is minimized. his website is mainly for those people who are not much familiar to technologies of today's world. They start their business avoiding all the important factors to make it successful and decrease their chances of successful Startup. Instead of employing different people from different domains to perform certain tasks and using different resources to follow the standard steps, Startup Buddy will act as a guide for Startup planners and will cover the basic requirements of any Startup.

II. EXISTING SYSTEM

There is no one solution for various requirements of a Startup. There are some websites which generate domain names, some websites for generating logos and some internship websites. No website provides a complete solution for the basic and required steps to establish a Startup. Many Startups also hire different people to work on some tasks. Hiring people increases budget of the Startup and also surfing through different websites to meet the requirement is time consuming and more resource utilization.

III. PROPOSED SYSTEM

Startup Buddy is a website which provides one stop solution for different guidelines to increase the success rate of Startups.

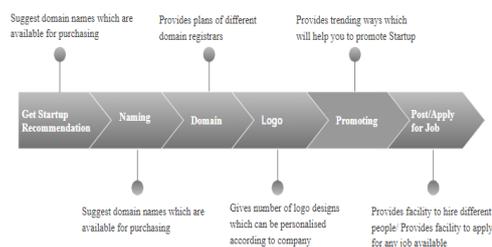


Figure.1. Features

A. Get Startup Recommendation

Users can get Startup recommendation for categories like Fashion, Education, Health and Care, Entertainment, Food and Sports. Using this recommendation, they can get some idea for their Startup.

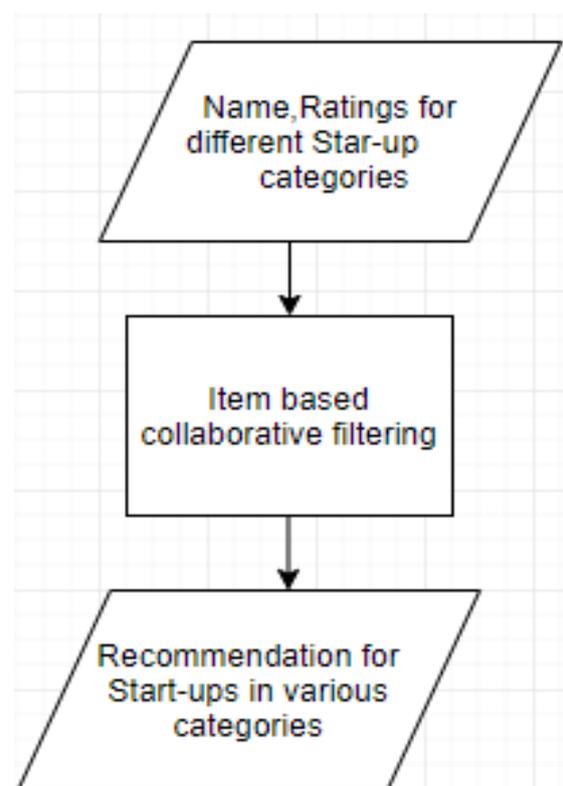


Figure.2. Workflow for Startup Recommendation

B. Naming

A name is the most important part of any Startup. It's the brand value of the Startup. To make a Startup more successful now-a-days, it is important to have its presence on an internet. In this feature, domain names for the Startup are generated so that users can get their own domain name to create their presence on an internet.

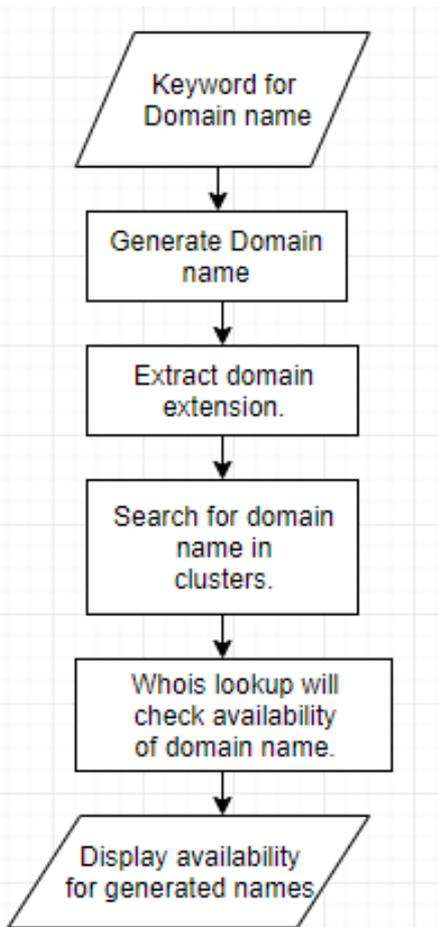


Figure.3. Workflow for Naming

C. Domain Purchase

After selecting domain name for your Startup, you need to make sure you buy it from domain registrar according to your needs. Instead of traversing through various website to purchase domain name, we provide a domain registrar comparator with their various plans from which you can select your domain registrar according to your budget and feasibility.

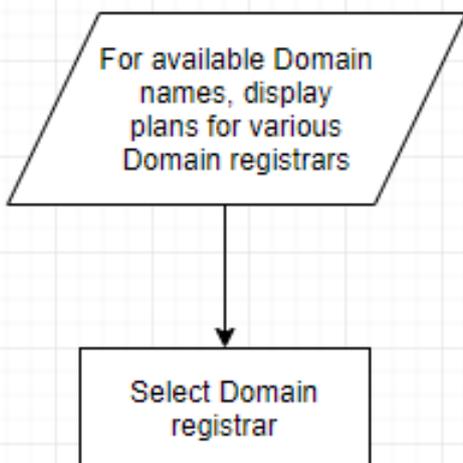


Figure.4. Workflow for Domain Purchase

D. Logo

Logo generation will consist of different logos for different domains which will be provided by the system and according to the name and the area of startup, the suggestions of different logos will be generated. The templates that are used will be designed using html tools and techniques.

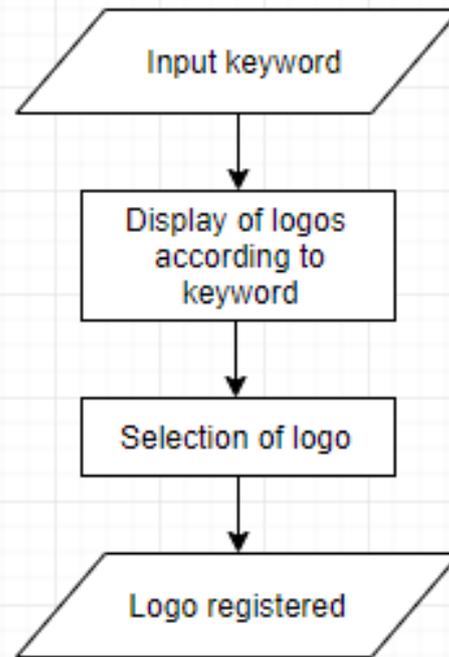


Figure.5. Workflow for Logo

E. Promoting

Promotion is an important step to kick-start any Startup. Often people spend money on all social media sites but don't get much expected results from all sites. To save money and promote on a correct platform, our system provide suggestions about which is more popular platform to advertise your Startup and use resources efficiently.

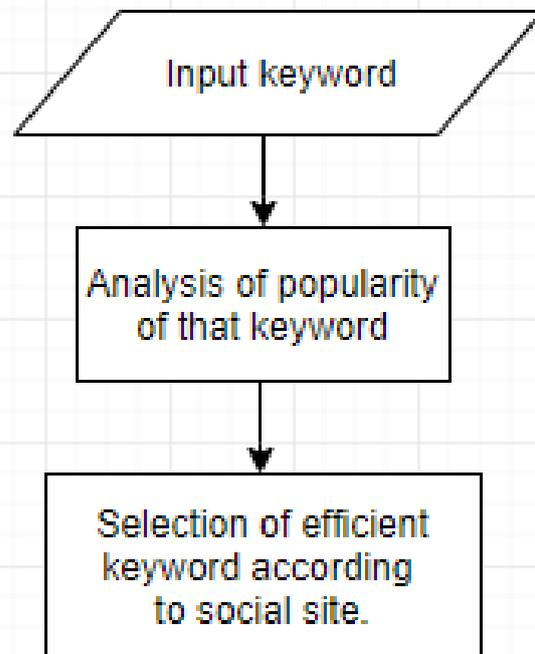


Figure.6. Workflow for Promoting

F. Hire Employee

New Startups require employees at some point of time for various jobs. They can hire interns or full time employees from our portal to meet their job requirements.

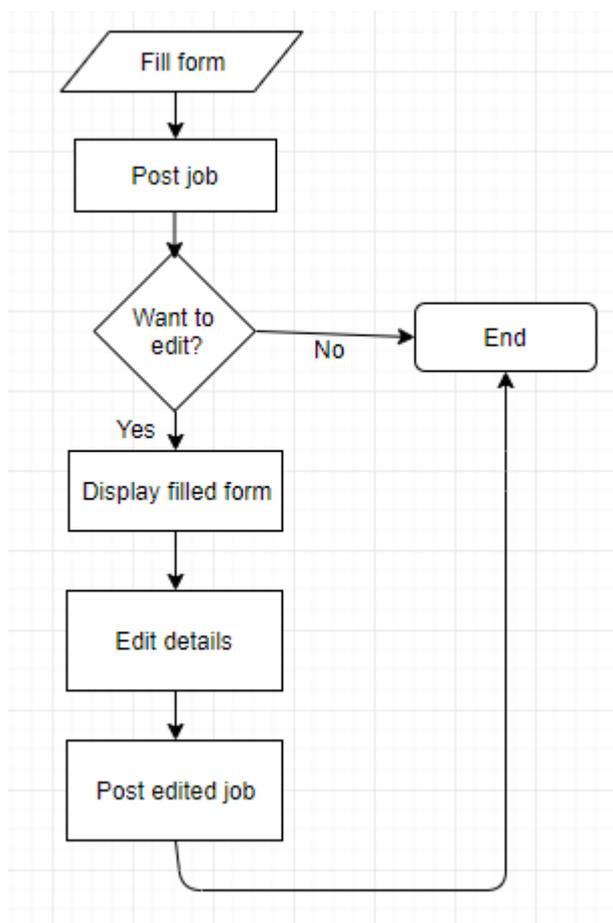


Figure.7. Workflow for Hire Employee

G. Apply for Jobs

Many people look for perfect job opportunity to set their career. This module provides opportunities for those people to acquire a job in Startups. They can apply for any job profile posted by Startups.

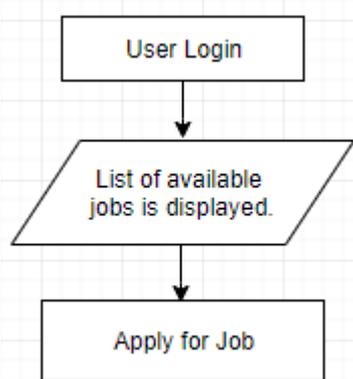


Figure.8. Workflow for Apply for Job

IV. METHODOLOGY

A. Collaborative Filtering

To give the recommendations for Startup, Item based Collaborative Filtering Algorithm is used in which similarity between rating given by other users and his/her rating is calculated and recommendations for Startup are given.

B. Who is Lookup

Whois lookup gives the real time availability of different domain names that are registered. This will help in filtering the registered and unregistered domain names and will eliminate

the possibility of choosing an already registered domain name by the user.

C. Hierarchical Clustering

Hierarchical Clustering Algorithm of Data Mining is used in the Naming module. Clusters of different domains are formed like.com.,org, etc. Domain of each name generated is extracted and checked into the domain's cluster. After checking into the cluster, the name is checked for availability or not and it is suggested for buying.

D. Google Trends

This will play a major role in Promoting as this will provide information about popularity of different trending domains in the form of some statistics and visual graphs and how users can make use of this popularity on different social sites in order to promote their business. This will help Startups to invest their time and resources in an optimized manner.

V. CONCLUSION

Startup Buddy will help Startup planners to get an idea about the trending Startups, choose a domain name, purchase it, choose a logo for their Startup, helps to decide where to promote their Startup to obtain maximum profit, they can hire people from here and also other users can acquire a job with the help of this system.

VI. REFERENCES

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