

3 THE BUSINESS IDEA

WE promoters have detected a need in our country, which must give you an answer with the intention to solve efficiently.

We try to solve the problem that currently have most of the college students, who are in a difficult situation to find the first job of his career.

This situation of difficulty in finding employment is reflected, according to the Labour Force Survey published by the INE, the youth unemployment rate that is over the 55%. Currently the rate is due to the exit of under 25 labor market and an increase in the number of them that while looking for a job, can not find it.

As recently reported by Eurostat, the statistical office of the European Commission, the total number of unemployed under 25 years old was in Spain about a figure close to a million people (932,000) and getting the economy lead the European ranking.

This difficulty, as well as being reflected in official data and statistics, is palpable on a personal level in the case of the founders of WE and most of their university colleagues.

We base our business idea based, plus analysis of relevant market (see section 6.1), in a study of 153 college students by questionnaire attached in Annex 3. We can also see a determined and general survey results in the annexes number 4 and 5, respectively.

The following graph shows that, in recent years, the rate of youth unemployment in Spain has increased disconcertingly reaching record 55.7% recorded in early 2013. Giving Away, that now enviable 17.6% recorded before the financial crisis efectuase its great explosion.

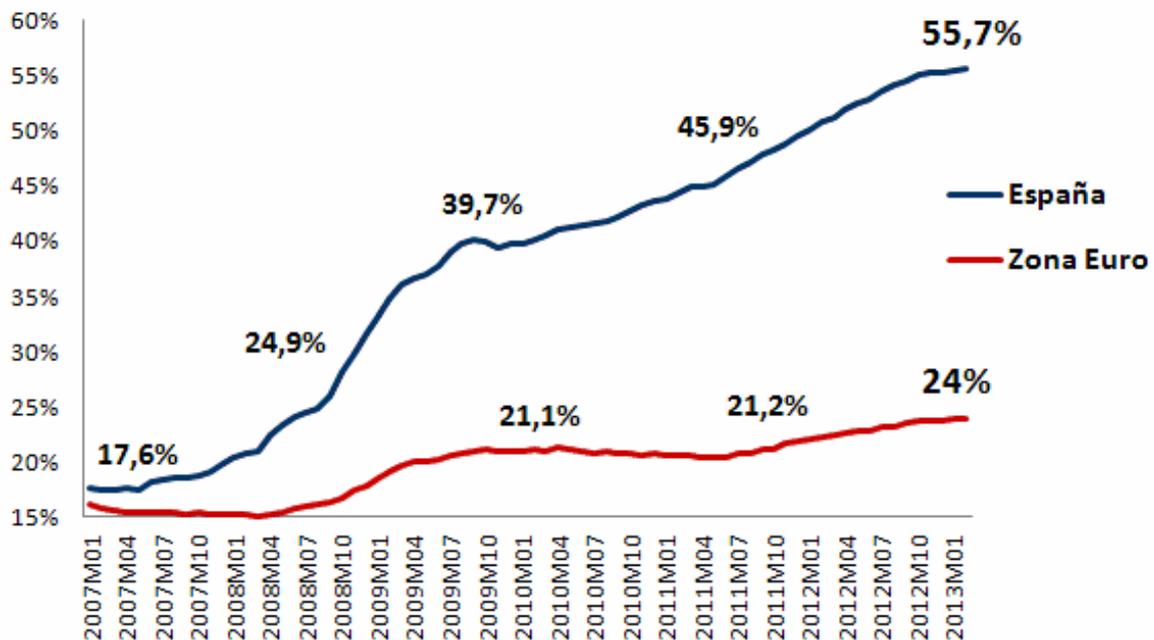


Figure 1. Youth unemployment in Spain and Euro area (2007-2013)

The chart attached above, the evolution of the rate of youth unemployment in Spain is shown and compared with the average of the European Union.

As can be seen, from the year 2007 in Spain the unemployment rate is doubled relative to the euro area results that alarm the situation nationally.

This fact makes proportionally more than a quarter of all young unemployed in the euro zone were located in Spain during 2013, namely 26.7% - while the second biggest absolute figures -France, with 735,000-housed 20.7% of the total, followed by Italy and Germany, where 631,000 young unemployed and 357,000, respectively, accounted for 17.8% and 10.1% of the more than 3.5 million unemployed were recorded in total in the whole European Union.

This data can be seen in the following graphic distribution of youth unemployment in the euro area countries:

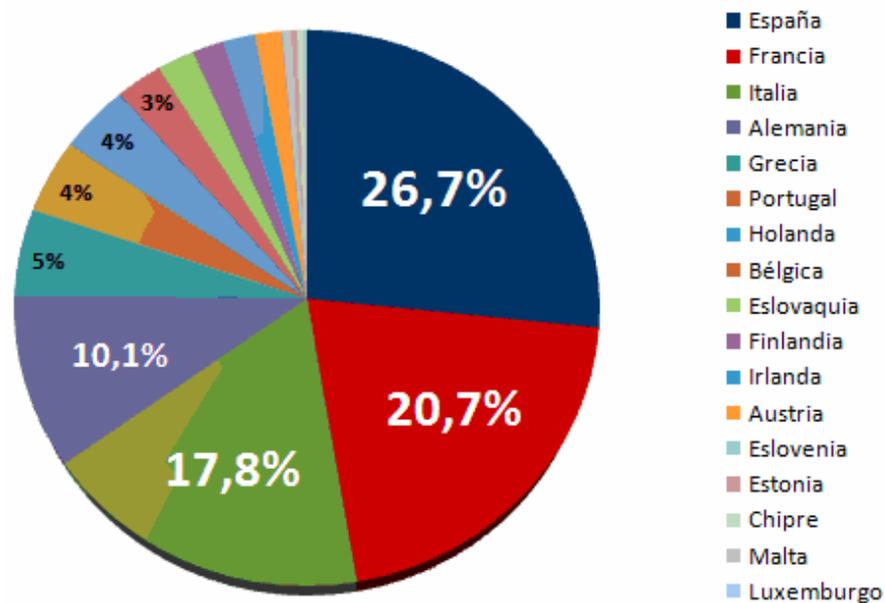


Figure 2. Distribution of youth unemployment in the countries of the Euro area (2013)

Thus, taking the whole situation presented above, with the birth of this project we give you an answer: I create a new website aimed at finding work placements. Ultimately, the intention is to create a bag of university work, in which students find a comprehensive directory of deals. Note that the approach we want to give that site is a professional network for students, where they can show their talent and have more opportunities to find work.

Since the founding team firmly believe that the proposed new solution through our project can significantly reduce the problem through Spain regarding the high rate of youth unemployment.

3.1 PROJECT DESCRIPTION AND OBJECTIVES

Enter as many college students in the workplace is the primary motivation for undertaking the WE project.

Thus, this project aims to establish a point of liaison between companies and students, creating professional contacts that will serve as a bridge to find the way to the labor market.

This is a company that, through an intermediary, will create a specialized job portal whose defining characteristics are dynamism, interaction between users and the incorporation of different initiatives such as events, contests and promotions.

As we have said, today, with existing resources, college students have a great complication in finding jobs in the fit. Therefore, one of the starting points of our web platform lies in helping all registered users will get the job opportunity that fits their needs through **constant updating of offers**.

Although, for scarce economic resources that we have (the capital contributed by the partners is € 30,000 as indicated in section 8.1), the web platform WE have the starting point in Spain, along aims to consolidate the years and become an international benchmark, giving the opportunity to qualify for the Spaniards offers quality overseas students.

In short, the objectives we are pursuing the creation of WE is:

- Complement and develop the training received by the student in any of the universities with professional experiences in the business world.
- Students to acquire new knowledge valid for their profession.
- Promote and strengthen partnerships between businesses and WE, in their business and professional environment.

- Strengthen links between the student and business. Allows in-depth knowledge to prospective candidates who choose to join in business.
- Ensure effective student specializing in contact with the reality of labor market intermediation.
- Enhance the effort, individual skills, initiative and creativity in order to increase the chances of placement and career success.
- Providing both parties, companies and university, find answers to their needs, fostering close ties that endure over time.

To materialize the intermediation promoted by WE, it will make available to companies the following two ways of contracting:

- Companies that meet the educational cooperation agreements referred to in Royal Decree 1707/2011, as further explained in paragraph 3.2.2.
- Which companies I can freely recruit students according to their needs, based on the Law 3/2012 labor reform.

3.1.1 OUR IDENTITY

The logo is meant to symbolize going to use as accurately as possible the essence and identity of WE. Thus people claim we quickly identify and associate our company.

Then specify the characteristics for which we have governed when designing our logo:

- **Simple design.** Graphic elements that compose it are few, clear and stylized.
- **Easy to remember.** Their visual impact is immediate and lasting, although it is a difficult goal to achieve in the visual saturation environment in which we live.
- **Unique and distinctive.** The key feature of the logo is to identify the WE. The design, colors and shapes are unique in the market, allowing customers recognize us immediately and unequivocally.
- The design allows **proper display** in print and on the screen in different resolutions and distances, in color or black and white.
- This is **coherent** with the rest of the corporate identity. The logo is perfectly integrated with other materials used for communications WE: stationery, website, posters, etc..
- It aims to be **resistant** over time. The logo is functional and valid regardless of the fashions or temporary tastes of different ages and social and cultural movements.

Overall, the logo we designed answered characteristics: **legible** to the smaller size, **Scalable** any required size, **reproducible** materials without restrictions and finally **distinguishable** and **memorable**, ie, that impacts and do not forget.

Then the final proposal WE logo is captured:



Figure 4. Company Logo Work Experience S.L

Once exposed the design, we wish to explain in detail what we will convey it: the three geometric shapes that make up our hallmark represent the building blocks for the success of WE:

- 1) On the left is shown at **companies**, They posted jobs on our site.
- 1) The **WE intermediary company** is at the center of the logo. This is what allows the connection between the other two pieces.
- 2) The **college students** that they will choose to be candidates, shown at right, will benefit from the deals posted on our website.

The main reason that has led us to use two pieces of our target audience (companies and students) described above is because we want to convey the importance that there is a close link between this and that, thanks to WE, we

will succeed. Thus, our audience will be reflected and identified with us using the logo, we will generate a variety of benefits:

- Transmit confidence and quality in the service provided.
- It will be an essential part in the design of the corporate identity of WE.
- It will be a key to establishing differentiation between our company and competitors element.
- It creates empathy between WE and the public to which it is addressed.
- It can result in higher economic gains



We are thinking IT

We are the liaison between businesses and students, in order to create professional links.

Figure 5. Poster advertising S.L Work Experience

3.2 DIFFERENTIATION AND KEY TO SUCCESS

The founders of WE do not want to be a simple job search company. For that reason, we want to give our website an innovative style: to be a professional job portal combined with the characteristics of a social network, among which the user interaction features.

Below we list the innovative elements that will characterize and WE will differentiate regarding our competition:

ADDED VALUE - The website

1. INCREASED VISIBILITY

In order for candidates as possible are involved in the WE network, online activities such as contests and promotions will be incorporated. Will also be given the opportunity to demonstrate their talent by transferring end jobs career, undergoing assessment.

We very important to create this type of activities to reward students devote more effort so that differ with respect to all its competitors. Thus, depending on their level of participation, you will be assigned a score. As points grow, will become increasingly visible for businesses, they greatly expand the opportunities to find jobs.

2. BLOG OF WORK EXPERIENCE

Constantly updating his own blog where companies and students from all kinds of news will be reported.

They will be main topics include:

- News about the current economic situation.
- New information on the website of WE.
- Tips to successfully meet job interviews.
- Tips world of work.
- Information science degrees and masters.
- Career opportunities.
- Ranking of the top universities nationally and internationally.
- Keys differentiation between competitors.
- Publication of internal and external competitions.
- Information about companies collaborating with WE.

The purpose of the blog will be posting all kinds of texts and articles related to the topics mentioned above, and in chronological order.

The possibility that every reader users can actively participate through feedback, so that a virtual community will create.

3. PREMIUM COUNTS

Registration of all users will be free. Even so, to offer the opportunity to stand out from other users will be able to create a Premium account. This is optional, payment, and she shall be eligible for both candidates and companies (see paragraph 8 of this Business Plan, in which the price of Premium account states).

On the one hand, the advantage of this type of registration for candidates will gain extra visibility on our website, thus offering more opportunities and providing a competitive advantage over other students.

Regarding companies, they enjoy an advantage in the number of candidates for the published supply and improved corporate image.

4. RANKING OF COMPANIES

Incorporation of companies Top 5 most voted by the students. Increase competitiveness and rivalry through our website will be a key to that enterprises are struggling in their bids to become voted so positively by the candidates who have agreed to them. This added value is going to be very advantageous for the development of our company as it will significantly grow the job market.

Thus, students who perform an internship in a company can give a score from 1 to 5.

This ranking will be updated in the three-month periods.

5. PROFESSIONALS NETWORK CONTACTS

Give the possibility to candidates and companies to generate a solid base of contacts, they can add other users sharing the same labor concerns. In short, apart from the search for opportunities, trying to create a professional network of contacts in the business world.

ADDED VALUE - The service offered

1. QUALITY PRACTICES

Not only we want to position ourselves as intermediaries, but also we want the work done through our brokerage is completely quality.

So, we want to position ourselves as a leading and prestigious company by having the best jobs and a large number of candidates.

We will monitor the work practice through questionnaires that were periodically made to the students, in order that all the points specified in the contract are met. In parallel, it will make you a satisfaction survey companies in which containing the following aspects of work:

- Technical capacity
- Ability to learn
- Management and organization of work
- Skills in oral and written communication
- Sense of responsibility
- Adaptability
- Personal involvement
- Motivation
- Responsiveness to criticism
- Punctuality
- Relations with their working environment
- Ability to work in team
- Those other aspects deemed appropriate

This procedure will avoid unexpected by workers such as exercise of the profession who has studied situations. O, by the company, to elect candidates who do not meet the requirements of the position offered.

With effort and dedication, we want our project is supported by an educational body and / or competent labor, in order to get a prestigious award by the monitoring provided.

2. AGREEMENTS WITH THE UNIVERSITY

WE service does not end the link between a business and its ideal candidate, but goes beyond. Once the company closes its deal with / the student / s chosen / s, we manage to contact the university that are conducting studies if cupiese the possibility of creating an internship. In that case, we will perform all procedures related to the cooperation agreement between the universities and industry, facilitating the latter all necessary management.

3.2.1 REQUIREMENTS TO MEET THE SERVICE. OUR "TARGET"

Our service, job placement focused on college students, satisfy fully differentiated three types of users:

COLLEGE STUDENTS

It is increasingly important to establish, in addition to a good academic record, work experience to gain access to occupation.

That's why we are interested in that students start in the working world to

complete the skills taught in each of the universities.



The main customer receiving benefits by WE will all those

students worried about their future. In our company available to answer all your questions, giving the opportunity to be part of a platform of job search and become known in the professional world.

Figure 6. Students, our largest customer.

In addition, participation in educational cooperation agreements students enrolled in the last two years of the degree you are pursuing, which are doing the TFG (Final Project) or doing some Master. Mentioned agreements shall be governed by Royal Decree 1707/2011, which is discussed in more detail in section 3.2.2.

COMPANIES

All those companies that need to incorporate new workers with certain college benefit to be part of the WE network, which plans to have thousands of candidates will be. Among college students, many candidates may choose to require all offers to publish.

In addition, companies may choose to make an agreement in practice (see section 3.2.2), as it regulates the Royal Decree 1707/2011. In short, companies that choose this type of agreement may obtain two advantages:

- On one hand, companies cooperate with society, enhancing and facilitating the integration of students into the labor market by providing work experience to supplement their academic training.
- On the other hand, companies have the possibility to count over a period of time with the training, skills and abilities of an upcoming college student to graduate.

In addition, practices may serve for a pre-selection process for future staff employment contract, not based on intuition or specific tests or interviews, but a

real experience that verifies the training and qualifications of the prospective candidate.

UNIVERSITIES

Universities have the benefit of being able to demonstrate the quality of their students and, depending on the positions found by each of them, to enhance their reputations. Thus, according to the results of students in front of the offered opportunities, may benefit from greater prestige.

In this sense, we try to prestige universities by providing the ability to create a larger number of agreements in practice.

3.2.2 EDUCATIONAL DEVELOPMENT COOPERATION AGREEMENTS

As mentioned above, a part of the overall employment search, WE aims to promote the cooperation agreements between companies and universities to practice mode.

These are reflected in Royal Decree 1707/2011 of 18 November, by which external academic practices of university students are regulated.

Practices may only exercise them students enrolled in any education provided by universities or centers attached to them.

According to the order mentioned, external academic practices constitute a formative nature of activity carried out by the university and supervised by the

universities, whose purpose is to enable them to implement and supplement the knowledge acquired in their academic training, encouraging the acquisition of skills that will prepare for the exercise of professional activities, facilitate their employability and their ability to foster entrepreneurship.

As we can see, the purposes to be achieved with the same conventions are chasing WE:

- 1) Contribute to the integral formation of students supplementing their theoretical and practical learning.
- 2) Facilitate knowledge of the methodology appropriate to the professional reality in which students must operate, comparing and applying the acquired knowledge work.
- 3) Encouraging the development of technical, methodological, personal and participatory.
- 4) Get practical experience to facilitate insertion into the labor market and improve their future employability.
- 5) Fostering the values of innovation, creativity and entrepreneurship.

There are two types of external academic practices, which we quote below:

- **Curricular practices:** Those that are configured as members of the academic activities Curriculum concerned.
- **Extracurricular practices:** Those students will conduct a voluntary basis during their training period and still having the same purposes as curriculum practices, not part of the relevant curriculum.

In the Annexes to this project is attached to Royal Decree 1707/2011 of 18 November, in order to be able to consult all the information necessary to perform the covenants.

In this sense, the WE project is fully present the following items in order to be able to determine what deals may materialize through educational cooperation agreements:

- **Article 5:** The duration and hours of practice
- **Article 6:** The training project
- **Article 8:** The requirements for the implementation of practices
- **Article 9:** Rights and duties of trainees
- **Article 10:** Tutorials and requirements to practice
- **Article 11:** Rights and duties of the guardian of the collaborating institution
- **Article 12:** Rights and duties of university academic tutor
- **Articles 13 and 14:** Intermediate follow-up report and final report of the tutors
- **Article 15:** Assessment practices
- **Article 16:** Academic recognition and accreditation
- **Article 18:** Quality assurance of external practices

Note that all information contained in the Royal Decree will be exposed to companies through our website so that, at all times, be knowledgeable of the requirements that must be met to formalize agreements.

3.3 MODUS OPERANDI

The fundamental essence of WE is to provide the largest number of job offers and, for that, a job search portal oriented university is created.

Following is the process they have to follow the two parties involved: companies and candidates.

Finally, the method is WE to link students with business, main differentiation from the competition will be detailed.

SECTION OF COMPANIES

We believe in the importance of achieving the maximum possible companies since they are responsible for offering work and, consequently, attract the largest number of contracts. That's why WE is making a simple, convenient and effective process for businesses will remain faithful to our service:

1. The first step for any company interested in finding the perfect place to add to their roster candidate, will be the registration on our website. Notably, in the registration process, all companies will have to accept the terms of WE stipulated in section 3.3.3.
2. Once the company is registered, you must fill out a form advisory WE (see section 3.3.1) in order to determine the minimum requirements for the offered job. In addition to this form, the company is free to add filters to create more appropriate selection.
3. The registered company will have a personal page on our website, in which supply and its features will be detailed. Furthermore, form part of the database to access the largest number of candidates.
4. The company can design your own personal page, adding information, pictures, stats and all information which the Company believes appropriate.
5. Finally, the company may investigate among all registered candidates and to recruit the one that best suits your needs.
6. If required and meets the requirements set out in Royal Decree mentioned above, will be able to create an agreement with the university practices of origin of the student.

SECTION OF CANDIDATES

College students will be part of our website depending on the number of companies who offer work. That's why, as mentioned above, WE tend to make a recruitment policy facing companies that subsequently, students bet on us:

1. Anyone no college student more than 30 years may register on the web portal of WE in order to find their job opportunities.
2. Next, you will need to complete your professional profile with the most relevant information: work experience, language skills, studies, preferences, expectations, needs ... So, get your own CV using the template provided by WE (you can refer to Annex 6).
3. Once trained professional profile, be part of the database of candidates and will be visible by all registered companies.
4. From this point, the candidate will have the option to see all the deals posted and join them. You can also access all kinds of contests and promotions that are made through the web.

3.3.1 BUSINESS ADVICE

As just discussed in the previous section, one of our goals is to try to facilitate the work of enterprises, and improve confidence in our project and get a bag larger work. For this reason we are committed to provide the maximum possible access to our website and serve students seeking fit their jobs.

Following this line, we wish to offer advice to companies in a report in which the characteristics required in the job offered are specified. The purpose of this is to accurately determine the profile of the candidate that the company is looking through our website and be able to perform a post-filter selection.

Thus, after report a number of parameters used to determine and limit the requirements of the vacancy are set.

The following shows the parameters for which the model is governed WE report and that companies will fill to publish the tender:

- Computer skills.
- Language skills.
- Studies of origin.
- Work experience.
- Time and mobility Availability.
- Personality traits, hobbies, skills, attitudes ...
- Initiatives.
- Objective to be achieved in the workplace.
- Possibility of creating educational cooperation agreement.

These parameters will be the same each student must fill when formalizing their professional profile. Thanks to this, our software can cross data (pre-selection process, explained in section 3.3.2), and so finding the ideal candidates.

3.3.2 PRE-SELECTION PROCESS

So far we collect the characteristics of a search portal conventional employment, in which the company publishes an offer and candidates only have to register.

That's why WE want completely apart from the competition and, in order to facilitate the job search of students and recruitment of potential candidates for companies, will use an internal selection process.

So then the process described in the previous paragraph, WE play that addresses the management to make a first selection of candidates found in a search performed previously. The purpose of this process is to limit the number of candidates for each job, depending on the features required on them.

To plan an effective selection we have designed the following phases:

1. Based on the profiles of all registered candidates (candidates section), WE set different working parameters in order to narrow your search deals.
2. By using WE technology on its website, the thousands of jobs posted on the network (business section) to identify those that best fit each of the candidates will be analyzed.
3. Finally, after the filter, we detect the job offers that match the professional characteristics of the candidates. If necessary, our HR team can make the analysis as well as create relevant personal interviews, in order to provide companies with the greatest potential candidates.
4. In order to provide excellent service will be notified prior to the notice of the company, to all selected candidates to determine if they are interested in the offer. This step is to avoid that have registered on our website meeting all the requirements but, at the time of the offer, are not seeking employment for various reasons, such as students: have another job, not have availability or not be active in our portal.
5. To all those candidates and we have expressed their willingness to accede to the offer we will send you the offer by email and notice on the website itself. At the same time will also be notified to the company involved, so that it is informed of the possible link. At this time, by providing this information communicated to the contact between the company and the student: contact telephone number and email.

6. Once we give the possibility of contacting the company with the student, it may conduct its own selection among all candidates WE been provided with personal interviews that creates appropriate.
7. As the company after its own selection process, decide what your ideal candidate, WE comes to contacting the three parties involved: the company, the successful candidate and the university where the student. Thus, from WE provide all the process to make an agreement in practice. This last step will be effective only if the company wants to hire a student to practice mode and, at all times, meet the provisions of paragraph 3.2.2.

Ultimately, our goal is to minimize all the work to companies and provide all qualified candidates interested in your offerings. We believe that with this system we can significantly increase satisfaction by both companies and students, a cornerstone for the success of our project.

So, during all these stages of screening, we should try to get as much information about the candidates, in order to discover which are the most suitable for the position. To achieve this, we can build on all those measuring instruments such as personal interviews, personality tests, performance and fitness, etc..

That's why, in WE, will have a human resources department (as provided for in paragraph 4) with the need to develop the ability to combine intuition with the ability of analysis, synthesis and evaluation expertise, and involve quantitative as scientific tools.

Finally it should be noted that, in any case, WE have the power to decide and choose the candidate. Only we will focus on making a first selection, based on the parameters we have agreed with the company in the counseling process, discard all those candidates who do not come close to the desired profile. The contractors will always, unless expressed otherwise corresponding selection process.

3.3.3 CONDITIONS AND PROCEDURES FOR INTERNAL SECURITY

We are aware of the risk to which we are exposed in the intermediate time of the two parties involved: through the website they can be contacted without us noticing.

This point is very important to explain because, as discussed below, WE get income for each of the links are carried out.

Because of this concern and to avoid users to provide fool us, from the management team we believe appropriate to follow the following safety procedures:

- First companies, at the time of registration, will have to accept the condition imposed by WE:

"It is strictly forbidden to contact any student registered on the website without prior notification to the team and WE permission."

If the case of breaching the terms accepted proceed to punish the company with the cancellation of his personal page on WE during the next three months will give.

- Second, if the above procedure is not fulfilled, both in the professional profile of the candidates and the personal pages of companies and their offerings may not be indicated in any way contact details such as email or phone .

As mentioned in the selection process once candidates have been leaked, WE notify the company the necessary data for further contact.

In the event that the company wants to contact a candidate that has not been chosen in the selection process, communicate your interest and we will proceed to send you all the information you require.

4 MANAGEMENT AREA

4.1 MISSION, VISION AND VALUES

Work Experience makes an explicit statement, both customers and employees, its mission, vision and values. The aim is to make our best marketing actions and optimally meet all contingencies that may arise, as both managers and employees know exactly who they are, who they want to be in the future and the values that have to get it.

Mission:

The mission of our company mainly defines the purpose for which it was created, defining our work or activity in the market and with reference to the public to which it is addressed.

Work Experience's mission is:

"To offer a service of intermediation job, efficient and of quality, orientated to the university students, which satisfies to the future worker and to the company."

Vision:

WE's vision, the projection in the future of what we try to obtain, is:

"To be a leader as intermediary company in university employment practices, differentiating for a high professionalism and leadership in the services that we give."

This goal we want to achieve in the future is realistic and achievable, because our proposal has an inspiring vision and motivating character.

Values:

Finally, the values for the whole team Work Experience will perform the mission and vision specified above are:

- To have candidates' databases for the requested working places.
- To generate enough customers have trusted quality service.
- Professional commitment to the service provided.
- Encourage responsibility, companionship, honesty and satisfaction for a job well done.
- Develop a way to work serious, efficient and professional.

These values are the ethical principles on which the culture of our company is based and allow us to create our rules of behavior.

For this reason, both the vision and the mission and values that are governed must be known and shared by all workers who are part of WE.

It will be the task of the founding partners to inculcate and to remember the values to all the employees and to make sure itself that this philosophy of operation should be transmitted to the customers positively.

4.2 ORGANIZATIONAL CHART

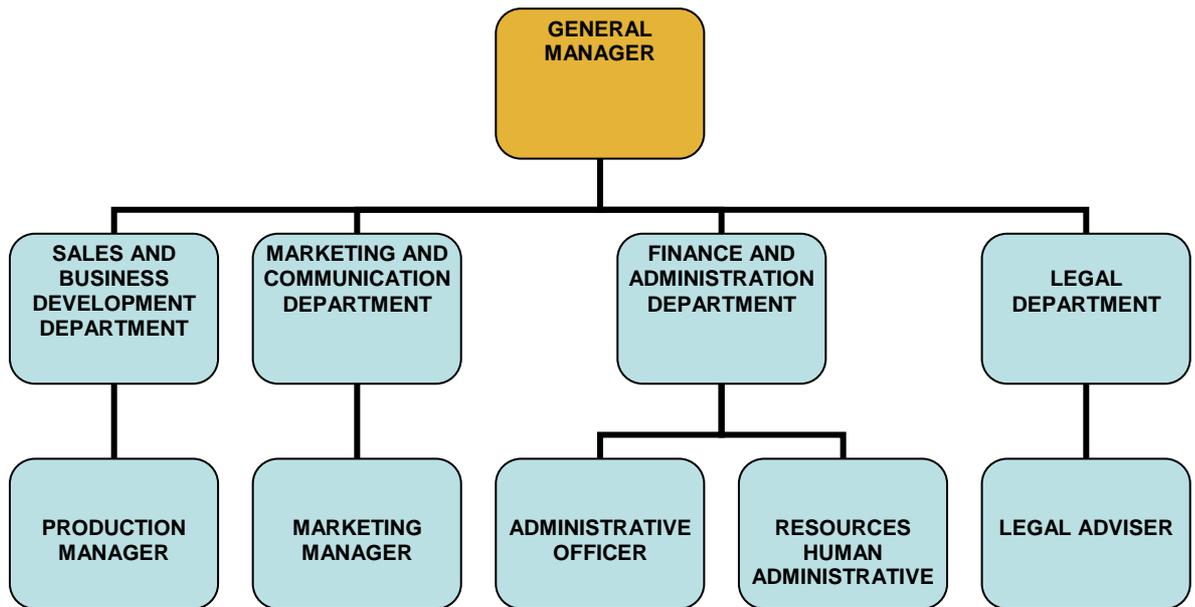
In view of the size of the activity, the project will begin only with the three promoters: David Castellanos, Sergi López and Thomas Paricio.

Nonetheless, WE foresees an increase of the considerable service throughout the years. It is because of it that we must realize WE's possible organization, describing the necessary working places as well as the assignment of his responsibilities. Later there will take place the establishment of the relations of authority and coordination by means of the level determination of hierarchy.

In spite of the importance that we give him in structuring the company by means of a graphical representation, in Work Experience we want to transmit and to endow all the employees of the sufficient autonomy to chase his own dreams.

We will create and coexist in an environment of autoexigency in which everyone is responsible for his aims and of the tasks be fixing to carry out them.

Later there appears the organization that will adopt WE's project in a future, indicating the line of authority and responsibility.



As you can see, it is a simple organization which has been avoided as much as possible intermediate positions.

As it has been commented, the above mentioned organizational structure will not be for WE's launch to the market. The present organization is the one that will be adopted according to the forecasts of consumption growth and of the expansion to other markets.

4.3 TECHNICAL SHEETS

In this paragraph we will analyze three working places that there is foreseen that he will need WE to develop the activity in a future, as it has been exposed in the organizational chart. It presents a specification sheet for every contracted worker, where there are certified the principal characteristics, the wage level, the labor category and the functions that will get out of a jam themselves.

TECHNICAL SHEET 1. HUMAN RESOURCES ADMINISTRATIVE		
Id job	Designation Department Wage Job Stability Dependence	Administrative Human resources 1,100 € / month Six-month trial with the possibility of permanent contract General manager
General function	Implement WE organizational strategy through managing the recruitment, hiring and training staff.	
Assigned tasks and responsibilities	The tasks are recruitment and selection, recruitment, training and management and personnel management while within WE.	
Knowledge and necessary skills	This function must be performed by a degree in administration and business management. Must have extensive knowledge of office automation and a high level of English.	

	Ability of organizational communication, leadership, teamwork and negotiation is required.
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TECHNICAL SHEET 2. PROJECT MANAGER		
Id job	Designation Department Wage Job Stability Dependence	Project manager Production, sales and development € 1,400 / month Six-month trial with the possibility of permanent contract General Manager
General function	Planning and implementation of the WE project to provide the best possible service.	
Assigned tasks and responsibilities	Define the organization and structure of the service to ensure its quality. Motivating and organizing the team to achieve the objectives set.	
Knowledge and necessary skills	A graduate in engineering is required, with experience related to the position. Must be an organizational and meticulous person.	

TECHNICAL SHEET 3. MARKETING MANAGER		
Id job	Designation Department Wage Job Stability Dependence	Marketing Director Marketing and communication € 1,400 / month Six-month trial with the possibility of permanent contract General Manager
General function	Analyze, plan, implement and monitor programs designed to create, build and maintain mutually beneficial exchanges with customers.	
Assigned tasks and responsibilities	Understand the economic structure of the sector in which WE is framed. Identify the marketing strategy best suited to the company. Conduct market research to develop customer profiles. Create a lasting competitive advantage. Manage marketing computationally.	
Knowledge and necessary skills	The brand manager position requires a person entitled in management and business administration, majoring in marketing. In addition, you must have extensive knowledge of computers and programming. The role requires a fluent level of English.	

4.4 STAFF TRAINING

Given the exigency on the part of the promoters of the project in giving an as professional as possible service, in the necessary moment and according to the activity of the company he will arrange of a department of human resources as it has been indicated in the organizational chart.

The principal function of the above mentioned department will be to realize the planning of the insole, the selection of the hard-working futures and the formation of these. Once it has described the necessary position and the definition of the professional profile (specification sheets described in the paragraph 4.3), he will take charge of the selection of the most suitable personnel.

Later, it will take charge providing and organizing the necessary material to form to the personal future of the company.

The training is integrated into the strategic plan of the company and is made for both new workers and existing workers.

So, before starting being employed at the company, the new workers will have to have an idea of WE's organization as well as his principal values. For this

reason, there will be done to them a presentation of WE's functioning and one will proceed to read the regulations of work in the company with the purpose of helping to a rapid adjustment.

Depending on WE's needs they will be made available to workers the necessary courses to enhance the development of work. In this respect, these courses can serve to strengthen computer skills, to implement knowledge of other languages, etc..

All training will be offered in the company shall be to:

- To improve technical and vocational skills
- To enrich knowledge
- To develop skills
- To change attitudes
- To modify behaviors
- To transmit the values

The planning of the necessary training will be based on the following criteria:

- Detection of both individual and collective needs
- Profiles jobs
- Workers profiles with great potential
- Identification of priorities
- Fixation of the objectives of the formative actions
- Evaluation of the realized actions

5 CHOICE OF THE LEGAL FORM

The process of formation and implementation of the company is a difficult task, not for his complexity, but for his laboriousness of the processing to formalize the above mentioned constitution.

Here are the steps we take, one by one, from the decision of the juridical form to adopting, up to the beginning of the activity.

5.1 DECISION

The first step is the choice of the juridical form bearing the following key factors in mind:

- The number of partners
- The amount of capital
- The responsibility opposite to third parties

In this respect, there adopts the juridical form of Limited Liability Company (LLC) with the following characteristics:

- **Number of partners:** The maximum number of partners at the time of the constitution is limited to five, and must necessarily be individuals.
- **Responsibility:** Limited to capital contributed.
- **Capital:** The minimum share capital, which must be paid in full by cash contributions at the time of setting up the company, is 3,012 euros and a maximum of 120,202 euros.
- **Tax system:** Corporate Tax.

Later we mention some advantages that are obtained at the moment of creating a Limited Liability Company opposite to other juridical forms, which have used us as help for our choice:

- Possibility of realizing the steps of constitution and putting in march for telematic means, avoiding displacements to the entrepreneur and a substantial saving of times and costs, by means of the Only Electronic Document (DUE).
- Possibility of constitution for the procedure presencial, with the same times of notaries' response and recorders (48 hours), providing that orientativos is chosen for the utilization of a few social bylaws.

- The corporate purpose is generic to allow a major flexibility in the development of the managerial activities without need to modify the bylaws of the company, though option is given to the partners to establish, in addition, a singular activity.

- Utilization of a social special name that incorporates an alphanumeric code (ID-CIRCE) what allows his obtaining in 24 hours.

- Is not obligatory the book takes record of partners because the limited number of partners does not make it necessary.

- Fiscal measures to help to overcome the first years of managerial activity.

5.2 PROCESS OF CONSTITUTION OF THE COMPANY

Here are the steps necessary for the adoption of legal personality.

1. Corporate name

The founding partners shall, first, take the steps to get the corporate name of the New Enterprise.

The company name will consist of the name and surname of one of the founding partners over an alphanumeric code followed by the words "New Enterprise Limited Company" or the abbreviation "SLNE". This alphanumeric code is called ID-CIRCE. This system ensures that the certification of the company name is obtained immediately by a telematic process.

Despite the obligation of such corporate name, which in our case is a major drawback, allow us change it to an objective term. This processing will be done in person at the Provincial Trade Register.

So, we would spend a first opinion name "David Castellanos Imas SLNE" a "Work Experience SLNE" of objective and strategically chosen to briefly summarize the service we offer.

2. Public writing

Then we made compulsorily notary the Public writing. This act serves to sign the articles of incorporation of the Company by the founding partners, necessarily providing:

- Negative denomination certification certifying the absence of another company with the same name.
- Social bylaws.
- Accreditation of the paid capital (cash or bank certification).

3. Transfer tax and stamp duty

From the granting of the Public writing, the following thirty working days are intended to apply for transfer tax and stamp duty. Settlement is presented and payment is made in the Ministries of Finance of the Autonomous Communities where you are domiciled society.

4. Registering the company

Once granted the Deed of incorporation, proceed to the registration of the Company in the Commercial Register. From this time, the Company acquires full legal capacity.

5. Request of N.I.F

Thirty calendar days of the constitution of the Company's request Tax Identification Number (NIF) in the Administration for the fiscal domicile of the Company or Entity Tax Agency is performed. The object is to identify the number of the Company for tax purposes, it must be requested by any entity, public or private, whatever their activity.

5.3 TO BEGIN

In this paragraph there are detailed the administrative steps corresponding to the exercise of the bussines activity.

1) Record of files of personal character

Internet is the medium that WE used as a showcase to offer the service to users.

When given to the use of the Web site you need to have knowledge of both the law services of the information society as the organic law of data protection as the web should include several warnings about data processing you determine the two laws passed earlier.



Illustration 8. Internet regulation

As we prepare to launch the creation of the website project, we have to take into account a number of rules that require us to inform users.

In Spain, the regulation is defined in Law 34/2002 of the Information Society and Electronic Commerce, being necessary also in cases where the collection of personal data is required, take into account the law on data protection (LOPD).

The legal notice

For WE, as through the web are to generate direct revenue, the activity of service offered, and indirect, by advertising, the law must comply.

The LSSI forces indicate a visible and accessible place a data series. This information is called "Legal Notice", and placed at the foot of the page or on a dedicated page for it.

The data must contain the notice are:

- Your name or company name and contact details, you will: address, email, phone or fax.
- If the company is registered in the commercial register, you must indicate their registration number.
- His NIF.
- If the activity requires a prior administrative authorization, should report the same data for the identification and monitoring body.
- Privacy Policy: You must inform users the processing of personal data. We must also inform users of their rights.
- Other sections are not mandatory: terms of intellectual property, liability, conditions of use of the web ...

Below are quotes WE Legal Notice:

"In compliance with article 10 of Law 34/2002, of 11 July, services of the Information Society and Electronic Commerce (LSSICE), set out below the information identifying the company:"

- 6) **Company name:** Work Experience SL CIF: B76204450
- 7) **Registered office:** Calle Balmes 34, 4^o 1^a Barcelona, Spain
- 8) **Email:** workexperience.contact @ gmail.com
- 9) **Phone:** +34 646 26 41 50

Data Protection (Privacy Policy)

The policy of protection of personal data informs users of the process carried out by the organization to collect personal data, allowing them to see their use are given, and the options that organizations have regarding your collection.



Illustration 9. Protection of personal information

The personal information collected on the website will be treated in accordance with the provisions of Law 15/1999 and shall be treated as confidential.

Users may exercise their rights of opposition, access and information, rectification, cancellation and revocation of authorization for the use of their personal data.

Furthermore, the law also requires that consent to data transfers are performed between the companies requested. In the web environment, so that the user's consent, you must accept the conditions which are normally exposed in the Privacy Policy. Therefore, in all the forms that we can find on the net must carry a tab where users can dial to have read and accepted the Privacy Policy.

Below are quotes WE Privacy Policy:

"Through this website personal data necessary for the management and maintenance of some of our services is collected. These data are included in our files, which are conveniently listed in the Registry of the Data Protection Agency.

Without prejudice to the purpose in each case are indicated, such information will be stored and managed with appropriate confidentiality, implementing computer security measures set forth in the applicable law to prevent access or misuse of their data handling, deterioration or loss.

At any time you may exercise your rights of access, rectification or cancellation in respect of such data, addressing your request to the address of the owner of the files. You can find forms for the exercise of their rights in the website of the Data Protection Agency. "

Finally, we mention that the Spanish Data Protection Agency (AEPD) is responsible for ensuring compliance with data protection legislation and monitor its implementation, particularly as relating to the rights of information, access, rectification , opposition and cancellation data

2) High on Census entrepreneurs

Census declaration of commencement, modification or cessation of business that we have to file for tax purposes.

This will be presented in the Administration or for the Delegation of the Tax Agency offices, and will have to provide the following documents:

- First copy writing
- Tax Identification Number
- Printed 036

3) Business tax

It is a tribute from the exercise in the country, business, professional or artistic activities, are made or given local and not on whether or not specified in the tax rates.

The application of high-tax has to be made in the administration of the relevant tax office to the address of the activity. The assessment and collection will take place at City Hall. Some municipalities and county councils are competent in processing high this tax.

They are exempt from this tax:

- From 1 January 2003 the companies whose turnover for the previous year is less than € 1,000,000, in accordance with Article 35.4 of Law 58/2003
- The start-ups during the first two years. In these cases, the full amount of tax levied this tax items census information is provided in the Tax Declaration.

4) Registration of the company in the Social Security

Registration is an administrative act by which the General Treasury of the Social Security number assigned to the employer for identification and control of their respective obligations in the scheme of the Social Security System.

This number is considered first and foremost Contribution Account Code. We must make the request in TA.6 model provided by the General Administration of the Treasury closer to our home.

In addition, we provide the following documents:

- Official Model application (TA.6) as already indicated

- Document identifying the holder of the company
- Document issued by the Ministry of Finance allocated tax identification number stating the economic activity of the company.
- Deed duly registered
- Photocopy of ID or EIN of the person signing the application form.
Document certifying the powers of the signer, if not specified in writing.

5.4 FINANCING

Due to the scanty economic resources of the promoters of WE we must resort to helps and incentives. Thanks to the initiative of the Headquarter of Industry, there is given us the possibility of taking part in programs that facilitate to us the access to other financing sources: 2. Program of Funds of Securitization of assets

- The DGIPYME awards annual grants that serve directly or indirectly supporting entrepreneurs and SMEs:

1. Boosting Business Angels networks

These grants are intended to help strengthen and professionalize organizations that develop intermediary services between entrepreneurial companies and potential investors so that a broader and more professional services that provide development encourage better access for small and medium businesses a novel mode of financing is starring as the so-called "business angels".

It should define the "business angels" as individuals with extensive knowledge of certain sectors and investment capacity, driving development of business projects with high growth potential in the early stages of life, providing capital and value management.

The basic rules governing this type of financing is the [Law 14/2013 of 27 September, to support entrepreneurs and their internationalization.](#)

In our case, we will present the draft in the call WE governed by the rules Business angels "related to his creation" "IET/453/2014 Order of 14 March, which corresponds to the 2014 call, the subsidies provided for the promotion of networks is done."

In this sense, the program to Promote Business Angels Networks offers the following potential private investors in the town of Barcelona:

- SeedRocket Angels Association
- Bcn Business Angels S.L
- Bellmoore consulting S.L
- Business Angels Network Catalunya
- EIX Technova
- ESADE BAN
- Private university EADA Foundation
- IESE Business School
- Inveready Capital Company
- Universitat Politècnica de Catalunya

2. Program of assets for PYMEs.

The asset securitization funds are a mechanism of risk transfer (loans or credits) that is associated with the generation of liquidity by the transferor (or savings banks).

The FTPYME program, co-managed by the Ministry of Industry, Energy and Tourism and the Economy and Competitiveness, has the backing of the state to support bonds issued by these funds provided by financial institutions who give them their assets

reinvested, at least 80%, the liquidity provided in new loans for PYMEs.

Since its inception in 2000, this program has allowed the issuance of 50,640.4 million euros that have allowed reinvestment over 40,512.3 million in new loans to PYMEs. The State guarantee total spent on these issues was 15495.2 million.

- The DGIPYME provides financing entrepreneurs and PYMEs through the National Innovation SA by entrepreneurs program. ENISA This program offers entrepreneurs a set of actions, services and financing facilities that will allow them to create or strengthen its business structure.

With those credit lines, ENISA aims to cover most of the projects that can be considered entrepreneurial, offering funding from 25,000 300,000 euros, plus a financial advisory and consulting.

The ENISA Entrepreneurs Program has two specific lines: **ENISA Young Entrepreneurs** and [ENISA Entrepreneurs](#).

- **ENISA young entrepreneurs**

The aim is to provide the necessary PYMEs newly formed, created by young entrepreneurs, financial resources so that they can undertake the investment required by the project in its initial phase.

- **ENISA entrepreneurs**

The objective is to support financially in the early stages of life promoted by SME entrepreneurs, no age limit to who undertake the necessary investments and carry out their project.

- The DGIPYME, apart from business angels, it gives us access to financial instruments such as:

Equity: Investment by companies specialized capital investment, long-term and temporary in a minority SMEs with great prospects of profitability and / or growth.

Crowdfunding or crowdfunding: Collective cooperation, carried out by persons who make donations online to get money or other resources.

Crowd angel: Crowdfunding fusion concept with Angeling business, offering a new tool that aims to facilitate investment in new businesses with growth potential.

5.5 EMPLOYMENT CONTRACTS

We understand that labor contract agreement between employer and employee whereby the latter agrees to provide certain services on behalf of the employer and under his direction a fee.

The types of employment contract, in order to be able to determine which of them will be cited that WE do:

- Ended contract with no bonus
- Indefinite or specific contract tempered
- Training contract

- Contracts for training and learning

- Contract in practice

- Fixed-term contract
- Working part-time contract
- Discontinuous permanent job contract
- Employment contract Respite
- Agreement for Persons with Disabilities
- Contract made with research staff

Of all these contracts, WE opt for subsidized permanent contracts make employees who are part of the project. Therefore, we proceed to define this type of contract:

- **Indefinite or specific contract tempered:** In this type of contract, WE will be governed by the contract of indefinite duration to support entrepreneurs. The purpose of this is to provide stable employment and promote entrepreneurship businesses with fewer than 50 workers, as is the case of WE.

Until the unemployment rate in our country is below 15 percent may be carried out this type of contract, with the following characteristics:

- Indefinitely
- Full-time
- Formalization in the standard model
- The duration of the trial period will be 1 year in any case. However, it may establish a probationary period when the employee has previously performed the same functions in the company, under any type of contract.

In addition, performing this contract, WE will benefit from tax incentives and bonuses in the business share of Social Security.

Another important point is to describe the training contract. This contract would be offered through the intermediary of WE, for companies to accommodate students enrolled in our network.

There are two types of training contracts, the training and learning and training contract:

- **Contracts for training and learning:** The contract for training and learning concerns the professional qualification of workers in a system of alternating gainful work activity in a company training activities provided under the system of vocational training for employment or education.
- **Contracts for practices:** It aims to facilitate the provision of appropriate professional practice to the level of study completed by workers with a college degree or vocational training or higher level or officially recognized as equivalent or professional certificate entitling to practice titles. An essential requirement is not more than five years have elapsed since the completion of the relevant studies. If the first job of young people under 30 years, may enter into such contract if 5 or more years have elapsed.

Thus, the main difference between these two types of training contract is whether the worker is studying at the time of labor contract or on the contrary, has already graduated.