

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE  
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izenburua
Master/Masterra <input checked="" type="checkbox"/>	2019		" Proyecto de movilidad sostenible en la República Argentina "	

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Titulación	Titulazioa
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Codirector del TFE	IALaren zuzendarikidea
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	<table border="1"> <tr> <td>Abstract (resumen de 100-250 palabras)</td> <td>Abstract (laburpena 100-250 hitzetan)</td> </tr> <tr> <td colspan="2"> <p>The goal of this work is to know the viability of an investment in a digital platform of car sharing in Argentina, based on the concept of collaborative economy with lack of similar backgrounds in that country.</p> <p>This is a project that seeks to satisfy a latent demand for transfers of people between different cities of the country.</p> <p>The digital application organize transfers with a high number of passengers. Thus, significantly, the environmental footprint, by reducing the negative impact on the environment and the inhabitants of the CO2 emissions generated by vehicles with a low average occupation.</p> <p>The feasibility analysis presented in this work is based on an external and internal diagnosis and in a study of the potential demand, which allows to determine the key factors of success in the area of study and design a business model proposal.</p> <p>The strategy behind this model, it becomes operative through the business plan presented.</p> </td> </tr> </table>	Abstract (resumen de 100-250 palabras)	Abstract (laburpena 100-250 hitzetan)	<p>The goal of this work is to know the viability of an investment in a digital platform of car sharing in Argentina, based on the concept of collaborative economy with lack of similar backgrounds in that country.</p> <p>This is a project that seeks to satisfy a latent demand for transfers of people between different cities of the country.</p> <p>The digital application organize transfers with a high number of passengers. Thus, significantly, the environmental footprint, by reducing the negative impact on the environment and the inhabitants of the CO2 emissions generated by vehicles with a low average occupation.</p> <p>The feasibility analysis presented in this work is based on an external and internal diagnosis and in a study of the potential demand, which allows to determine the key factors of success in the area of study and design a business model proposal.</p> <p>The strategy behind this model, it becomes operative through the business plan presented.</p>	
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	<p>El objetivo de este trabajo es conocer la viabilidad de una inversión en una plataforma digital nueva de carpooling, carsharing o coches compartidos en Argentina, basada sobre el concepto de economía colaborativa con pocos antecedentes similares en dicho país.</p> <p>Dicho proyecto se desarrolla buscando satisfacer una demanda latente de traslados de personas entre distintas ciudades del país. La aplicación digital que se pretende desarrollar proponen organizar los traslados con un elevado número de pasajeros. Ello permite contribuir a disminuir, de manera significativa, la huella ambiental, al reducirse el impacto negativo sobre el medioambiente y los habitantes de las emisiones de CO2 que generan los vehículos con una baja ocupación promedio.</p> <p>El análisis de viabilidad que se presenta en este trabajo, se apoya en un diagnóstico externo e interno y en un estudio de la demanda potencial, que permiten determinar los factores clave del éxito en el sector estudiado y diseñar una propuesta de modelo de negocio. La estrategia que subyace a dicho modelo, se hace operativa a través del plan de negocio presentado.</p>			
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	Palabras Clave: Economía colaborativa, Emprendimiento, Diagnóstico Estratégico, Modelo de negocio, Canvas, Plan de Negocio.			