In this paper it is developed the viability and creation plan of a mobile application designed to promote the cultural spectacles which Pamplona’s pubs and establishments offer. This business idea consists in the creation of a program specialized in offering information and sale tickets of different cultural events in our city. Our app takes into account a wide range of spectacles such as theatre, dance, monologues or music. In this study it has analyzed the environment where Culturuna operates and business idea, potential market, competitors ... and in addition, it has been performed a financial study in order to economically evaluate its viability.

**Abstract (resumen de 100-250 palabras)**

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