Project Based Internship

Student’s Name

Institution

Date

**Introduction**

The Connective is one of the largest online platform community based business insights. It is elite community of entrepreneurs, subject matter experts and connectors. It helps professionals to unlock access to the precious relationship and resources that business people require to build, sustain and grow their business ideas. The Connective has an estimated value of $1 million and it currently having 10 employees and therefore, it is a growing company (The Connective, 2018). It has partnered with several organizations expand its market growth and offer efficient services to its customers.

However, the website of the Connective would function as a platform where people connect and share the ideas in business and opportunities in the market. The website would have sections, where members can login like most social media platform. I would feel the website is function, if people are able to login and share ideas without much difficult. Since the core goal of the company is to create a digital platform where people could link up and share idea. The website would a user’s friendly interface to provide easy access and connections with other business leaders. The website would also have sections where members who have login can have candid discussion on various issues and topics. This would ensure that the website is helping the company to meets its core goals, which is to bring entrepreneurs together in sharing business and life ideas. The general design of the website will be simple and interactive. It will have an interactive interface, a link to other professional bodies on the site, links to other social media platform. This intends to create connection and traffic, which is required for the site to be known.

It is has been noted that connecting opportunities with businesses is a complex work and many companies have failed to deliver. However, The Connective intends to connect opportunities with businesses using its website search tool. The company would list all the company or businesses registered on its platform on the website where people can easily view. In this case, it intends to list the businesses and products, which every company or business provide the market. It will make it easily for any visitor to the site to go through the products or services each company listed offer the company. It will make it possible to link businesses with market opportunities. According to Fatemi (2017), opportunities could also be created through hosting events where bossiness leaders can meet and share. The Connective would therefore, host digital or online summit, conferences, training or workshop of members and other interested parties. This event would allow businesses to showcase their products and services to the online market and members. It will also help in create huge traffic, which is one of the ways of creating business opportunities for entrepreneurs working with the Connective.

It would be important for the company to have its own review without depending on another company. However, Connective would have a review button on its website where customers, members and even visitors can honestly give their opinion regarding the company. The review would also be obtained using online survey, which the company would email to every registered member to fill in and then analyze. It will allow the company to get the opinion or review and use the result to impact changes, which can make it provide better services to its customers. The commission would be paid out through the website or app. Each company is required to provide payment details and link it with the company’s system for easy and faster payment. However, in linking the website with payment an app would be required to integrate the payment system with the website. This integration software would be provided by either the bank or financial institution of the clients’ choice.

# References

Fatemi, F. (2017). Want to Be Truly Valued? Create Opportunities by Connecting People. *https://www.entrepreneur.com/article/246366* , 2-15.

The Connective. (2018). The Connective Profile and Partners. *The Connective Profile and Partners* , 2-8.