

# Review of: "Startup Development: SewaDia Rent Application"

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Interesting paper in that it analyzes the creation of a new digital business, whose market segment is in a growth phase. More specifically: creation of a rental application that aims to connect the needs of people who need to purchase products using rental.

The subject is contextualized and an analysis of the state of the art of the current market is carried out, in terms of a brief statistical analysis. However, a survey is lacking, with some depth, on what the literature defends in relation to the topic. It is also necessary to understand what research says about concepts such as: sharing economy; app mechanisms, PESTEL, EFE/IFI and SWOT businesses strategies and their connection to digital businesses.

At the methodological level of the study, it is necessary to explain the scientific methodology used at the quantitative and/or qualitative level. Likewise, it is important to understand which population was studied and how the sample was constructed.

In addition, the results chapter needs to be better explained. Questions such as: Where do these data come from? What questions were asked? to whom? need to be made.

Finally, it is necessary to finish the text of the conclusions, otherwise it becomes imperceptible.