

Review of: "Startup Project Development: Travel Schedule Management App "Triplanner""

Subrata Nandi

Potential competing interests: No potential competing interests to declare.

Title: Startup Project Development: Travel Schedule Management App "Triplanner"

Summary: This document is very well fleshed out as a business plan with precise year-by-year implementation, marketing & financial plans for the first five years. There are extensive measures to understand the reaction of the minimum viable product through organic Social Media Ads, questionnaires, and the think-aloud test. The product concept with the ideas of Pre-mid-Post Trip breakdown is particularly interesting.

Primary Concerns: Research articles need to have a precise theoretical framework and a comparative study of how the competitors are addressing the issue using what methodologies. The in-depth analysis of the competitors and how that can affect the business is not explored. The link mentioned in section 3 (analyze our competition, <https://www.businessnewsdaily.com/15737-business-competitor>) is not working. Without suitable analysis and comparisons, this remains more of a business proposal than an academic publication.

Minor Comments:

1. Usage of Acronyms before being defined. Always use its full form before using the abbreviation. For example, use Return on Investment (ROI) instead of ROI. Once it is defined, ROI can be used.
2. Usage of informal English. It is recommended to use the formal language. For example, use "they are" instead of "they're"

This business proposal explores the viability of a travel application, but this does not look like a suitable article for research publication.