



## Let's Connect: A Social Networking Application for Entrepreneurs

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### ABSTRACT :

There are a few limitations that are faced when it comes to old networking services. Face-to-face interactions feel disconnected. There are increased threats of cybercrime which puts the security of the users at risk. Complex interfaces are difficult to use and intimidating to new users. Let's Connect is a model that can connect budding entrepreneurs to already established and successful entrepreneurs who offer their mentorship. The model is based on the hypothesis that the connection between established and budding entrepreneurs will help boost the economy of the country. It offers a platform to connect them and to have product demonstrations. It is independent of any particular system, application environment, system vulnerability, or type of intrusion, thereby providing a framework for a general-purpose networking system.

**Keywords:** networking, product demonstrations, application environment, system vulnerability.

### INTRODUCTION :

The purpose of networking applications is to provide a bridge between working professionals of different backgrounds, enhancing and enriching their professional networks and experience. Users can share industry news, insights, and expertise through posts, articles, and comments. Communities are formed by bringing together individuals and organizations with similar interests and backgrounds, where they can share knowledge with each other. Businesses can also promote themselves on social networking websites. However, most networking sites face common challenges like privacy concerns, platform bias, algorithm limitations and much more. Complex interfaces are difficult to use and intimidating to new users. Face-to-face interactions feel disconnected. Let's Connect is an application specially designed to provide better networking for the end user. The main part of the application is mainly composed of interface, chat and graphs. Every networking service has these small preliminary features but Let's Connect does this best, making the use of Python to simplify the programs and make the application smooth.

Let's Connect provides a bridge between budding entrepreneurs and established companies, who are interested in mentoring the next generation. The main motive of Let's Connect is to encourage new ideas for startups in India and simultaneously boost the economy. Upon providing better guidance, new entrepreneurs will be able to avoid mistakes that have been committed in the past and progress further.

### REVIEW OF LITERATURE :

[1] Professional networking, defined as an "individual's attempt to develop and maintain relationships with others who have the potential to assist them in their work or career", is an essential tool for career success. Numerous studies have established a positive relationship between professional offline networking and career outcomes. Despite the abundance of literature on business networking strategies, initiating conversations at crowded business events can be daunting, even for those who are not shy or anxious. Professional social networking sites offer a digital alternative that could alleviate these challenges.

[2] This study investigates how college-age adults use Facebook and LinkedIn for social capital enhancement, comparing personal and professional networking. Survey results from 292 participants indicate that Facebook, despite its social orientation, is more frequently used for social capital activities than LinkedIn, which is more professionally focused. The research finds that age and the number of social networking profiles positively correlate with social capital enhancement, while gender does not. Higher income levels are linked to increased Facebook use but not LinkedIn use. These findings suggest that for young adults, socially-oriented platforms like Facebook serve as foundational tools for professional networking.

[3] This study investigates the social impact of social networking sites (SNSs) on users' social capital, utilizing longitudinal data from a representative sample of Norwegian users (N = 2,000, age 15–75 years) collected between 2008 and 2010. It examines differences in social capital between SNS users and nonusers, and among various SNS user types. The research focuses on dimensions such as informal sociability, absence of loneliness, and bridging

capital. The study found that SNS users generally have more face-to-face interactions, offline acquaintances, and greater bridging capital compared to nonusers. These findings contribute to understanding how different patterns of SNS usage affect social capital over time.

Let's Connect was created, keeping in mind all vulnerabilities and issues that would have posed a problem. It's a powerful platform designed to bridge the gap between experience and fresh ideas. By fostering collaboration and knowledge sharing, Let's Connect is poised to play a pivotal role in shaping the future of India's entrepreneurial landscape.

### PROBLEM DEFINITION AND PROPOSED SOLUTION

Recognizing the limitations of traditional social media for fostering meaningful connections between entrepreneurs, Let's Connect emerges as a unique solution. This business-focused platform prioritizes deep interaction through matching algorithms and secure chat options. Let's Connect is a curated community where budding entrepreneurs gain access to established mentors, while established professionals discover fresh perspectives and potential collaborators. The platform aims towards integrating business project management tools, allowing users to track profitability metrics, leverage data-driven analytics, and effortlessly manage projects – all within a single platform. Ultimately, Let's Connect aspires to do more than just empower individual success. By fostering collaboration, knowledge sharing, and informed decision-making, the platform aims to spark innovation, boost India's economy, and empower the future generation of business leaders.

### OVERVIEW OF MODEL

The model is independent of any system, application environment, system vulnerability which provides the framework for a networking system that applies profitability, decision making and improving the preliminary features.

The model has five main components:

**A. Subjects:** This refers to the initial activity on the system, which is carried out by the users of the application.

**B. Objects:** This refers to the managing of device resources like system files, commands, etc.

**C. Audit records:** The audit records are generated when some activity or some command is given by the user. This occurs during activities like user login or when a user attempts to access a file, etc.

**D. Profiles:** Assets are taken from users and improved based on algorithms. GUI is also provided. This is done to improve the communication between users.

**E. Activity rules:** Actions are taken when some conditions get satisfied. These can update profiles, detect abnormal behavior, relate anomalies to suspected misbehavior, and produce reports.

The model can be regarded as a networking system to build a bridge between two users with similar interests. When an audit record is generated, it is matched against the profiles of the selected users. The model checks for similarities and profile structures for the most suitable match. Anomalies detected are immediately reported.

The basic idea is to watch the standard operations on the system: login, profile compatibility, making networks, documents handling, messenger services and more. The model is missing the implementation of customizations and piracy enablers. This will be implemented in the future.

### SYSTEM DESCRIPTION :

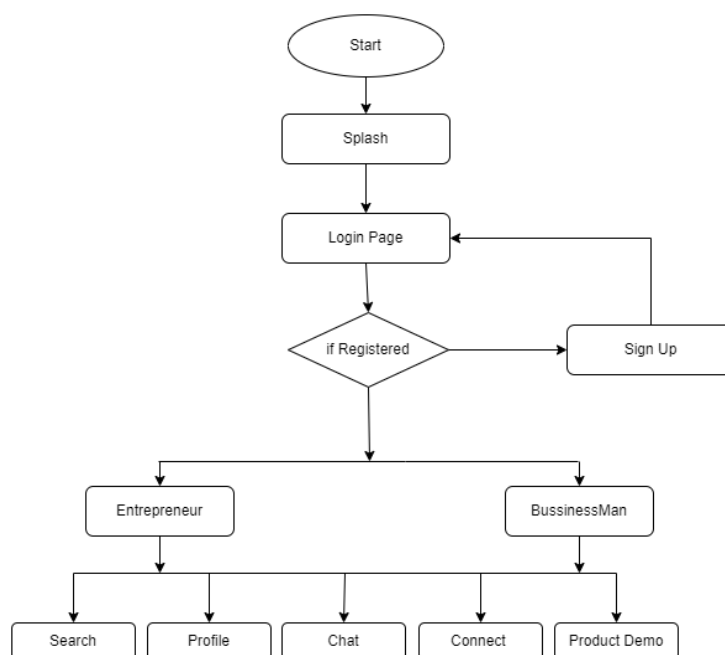


Fig 1. System Design

Let's Connect aims to be a catalyst for modernizing India's business landscape by fostering connections between fresh ideas and established experience. Upon signing up, the user will be automatically directed to the login page if they are already a member, or to a simple signup process if the user is new to the application. Once logged in, the app transforms into the user's personal platform for boosted business collaboration.

The homepage offers three key features: chat, search, and feedback. The chat function allows the entrepreneur to connect directly with businessmen they have been matched with based on their needs and goals. This matching system ensures the user is connected with those who can provide the most relevant guidance and support. All communication through the chat is securely stored within the app, and occasionally monitored to maintain a professional and productive environment.

The search function empowers the users to find specific resources or expertise within the app's user base. This could be anything from industry veterans to those with specialized knowledge in a particular field. Everything that is required for an entrepreneur to succeed can be provided through Let's Connect.

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## CONCLUSION :

Let's Connect goes beyond traditional networking platforms by acting as a secure bridge between entrepreneurs. The initial focus on core features like a user-friendly interface, robust data security, document handling, and reliable messaging services lays a strong foundation for an exceptional user experience. These seemingly small-scale features have a significant impact on fostering trust and facilitating seamless interactions.

The platform's vision extends beyond its current capabilities. Future plans include integrating business project management tools that track profitability, decision-making processes, and overall business performance. This data-driven approach will provide valuable insights to continuously improve the platform and address any potential areas for improvement. Let's Connect prioritizes ethical practices, ensuring no flaws are exploited for malicious purposes.

However, even the most sophisticated models have limitations. While the platform strives to detect and prevent all potential misuse, complete fool-proof protection is not guaranteed. Certain system vulnerabilities might still be exploited, posing a risk to user data. This is why data security remains paramount in Let's Connect's development. The platform prioritizes robust security measures to safeguard user information and maintain user trust.

In essence, Let's Connect offers a secure and user-friendly environment for entrepreneurs to connect, collaborate, and thrive. The focus on core functionalities and a commitment to data security lays the groundwork for a powerful platform that fosters innovation and empowers India's entrepreneurial ecosystem.

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