



# PROJECT DOCUMENTATION:

## SME BUSINESS ADVISOR IN A BOX - NEXA

### 1. PROBLEM DEFINITION

- **Target User:** Small and Medium Enterprise (SME) owners and operators.
- **Current Pain Point:** Small businesses cannot afford expensive professional consultants for strategy, pricing, or market research.
- **Measurable Success Metric:** The reduction in time and cost required to generate a complete business strategy report.

### 2. THE INNOVATIVE SOLUTION

- **Core Concept:** AI-powered chatbot that acts as a virtual business advisor.
- **How It Works:** The tool takes in specific business details including your industry, size, and current goals.
- **The Output:** It instantly generates actionable pricing suggestions, a comprehensive SWOT analysis, and tailored growth ideas.
- **Data Foundation:** The prototype leverages datasets like the World Bank Enterprise Surveys and the MSME Data Portal to ground its advice.

### 3. IMPACT & BUSINESS VALUE

- **The Baseline:** Traditional consulting requires weeks of expensive, manual research and strategy development.

- **The Improvement:** Our working prototype delivers these exact strategic outcomes in seconds at zero marginal cost.
- **Defending the Impact:** This solution effectively democratizes high-tier consulting for millions of SMEs globally.

#### 4. CORE TOOL STACK

- **Ideation & Logic:** Gemini.
- **Knowledge Base:** Google Sheets.
- **Agent Design:** Gemini.
- **UI/Frontend:** Lovable, Streamlit