



KALASALINGAM

ACADEMY OF RESEARCH AND EDUCATION

(DEEMED TO BE UNIVERSITY)

Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A" Grade



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(For Office use only)

Application No.:

DATE:

PATENT PRODUCT/PROCESS

1. IP support service required (Tick the appropriate service)

- a) PATENT
- b) PRODUCT/
- c) PROCESS
- d) FABRICATION/ MODEL

2. Point of contact (PoC)

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Inventors:

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A. AI-Driven Business Strategy Generator

Short Description: This invention presents an AI-powered tool that generates tailored business strategies based on user input and existing market trends. Leveraging natural language processing (NLP), machine learning (ML), and industry-specific datasets, the system interacts with startup founders or business professionals to understand their needs and outputs customized strategic plans, competitive positioning, and growth models.

Field of Invention: This invention lies at the intersection of artificial intelligence, business analytics, and decision support systems. It is intended for application in entrepreneurship, corporate planning, and innovation strategy, offering a technology-based enhancement to strategic decision-making processes.

i) ABSTRACT (150 words): The AI Strategy Generator is a web-based intelligent system that helps entrepreneurs and businesses craft customized business strategies. By collecting structured inputs from users about their business ideas, markets, challenges, and goals, the system utilizes a trained language model and domain-specific datasets to generate comprehensive strategic plans. It incorporates modules for SWOT analysis, competitive benchmarking, growth roadmaps, and monetization strategies. The solution addresses the gap in accessible, affordable strategic advisory services for startups and small businesses, reducing reliance on costly consultants. This invention introduces a scalable, repeatable model for real-time strategic planning using AI.

B. PROBLEM:

In today's highly competitive and rapidly evolving business environment, startup founders and small business owners often struggle to define clear, data-driven strategies. They may lack access to business consultants or strategic advisors, or the financial resources to hire them. Moreover, generic online templates fail to provide personalized or actionable insights tailored to specific industries, markets, and goals. As a result, many startups make flawed decisions, wasting resources or missing growth opportunities.



i) Existing Technology and Disadvantages:

1. **Business Consulting Services:** Expensive and inaccessible to most early-stage startups.
2. **Online Templates/Frameworks:** Generic and not adaptable to specific business needs.
3. **Do-it-yourself (DIY) Strategy Kits:** Time-consuming, lacks domain intelligence.
4. **AI Chatbots (e.g., ChatGPT):** General-purpose and not optimized for strategic planning.

These solutions either require deep domain knowledge to be effective or fail to address the specific contextual needs of a business idea.

C. EXISTING SOLUTIONS / PRIOR ART/RELATED APPLICATIONS & PATENTS:

I) Embodiment of the Invention, Novel Features, and Uniqueness: This invention embodies a full-stack AI-based architecture with:

- A structured questionnaire interface for capturing business inputs
- A context-aware NLP module trained on strategy-specific datasets
- A logic engine that maps responses to strategic frameworks (SWOT, PESTLE, etc.)
- A chat-like interface to refine the user's idea iteratively
- Integration with real-time data (e.g., market stats, competitor trends)

II) Uniqueness and Advantages:

- Customizes strategies per business idea and market
- Interactive and conversational design simulates expert guidance
- Scalable SaaS model
- Provides comprehensive outputs: roadmaps, market entry, funding options
- Reduces need for human strategists at early stages



C1. How your invention solves the problem?

Our AI Strategy Generator solves the affordability, accessibility, and customization issues by offering an interactive system where users input their business details, and AI responds with domain-accurate, data-backed strategy recommendations. The output can be exported, revised, or used in investor pitches.

The key problem solved here is that early-stage entrepreneurs no longer need to rely on expensive strategy consultants or guesswork. Instead, they are empowered with a personalized roadmap, guided by AI trained on thousands of startup case studies, business models, and successful strategies.

C2. What is the unique feature or advantage of your invention over existing solutions?

The primary advantage lies in its context-awareness and depth of insight. Unlike generic AI tools, this generator has been fine-tuned with strategic business logic, real market case studies, and allows for a conversational, questionnaire-based input method that mimics an expert strategy session.

D. DESCRIPTION OF PROPOSED INVENTION:

The invention solves the problem through an AI-powered interactive platform. Upon starting, the user is guided through a structured questionnaire capturing details like target market, product type, user demographic, business goals, funding status, and competition. Based on these inputs, the system processes the data through a domain-specific NLP model trained on strategy frameworks and startup success patterns.

D1. How does your invention work?

- **Frontend (User Input Module):** Asks 10–15 guided questions to understand the business idea.
- **Contextual NLP Parser:** Breaks down responses into components like industry, goal type, growth stage.



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- **Strategy Engine:** Applies logic trees.
- **Dynamic Generator:** Produces a detailed business strategy document (exportable PDF).
- **Feedback Loop:** Users can refine and resubmit for more targeted outputs.

D2. What are the specific steps involved in making the invention?

1. User accesses the web-based tool.
2. Fills in the structured form (business name, product/service, market, problem statement, etc.).
3. The backend processes inputs through pre-trained NLP models.
4. Applies strategic logic templates.
5. Outputs strategy document with recommendations and projections.

D3. Are there any alternative applications for your invention?

- Academic entrepreneurship training
- Business incubators for evaluating ideas
- Corporate innovation teams
- Investor screening tools for early-stage pitches



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E. NOVELTY and KEY FEATURES:

One-sentence Novelty Statement:

The invention presents a novel AI-driven system that transforms structured startup-specific user inputs into tailored, domain-aware business strategies by leveraging advanced prompt engineering — going beyond generic AI chat to deliver actionable, founder-centric guidance.

Key Features:

1. Dynamic Prompt Engineering: Translates structured questionnaire data into context-specific prompts.
2. Real-Time AI-Powered Strategy Generation: Provides actionable strategies within seconds.
3. Adaptive Based on Domain and Stage: Tailors outputs based on startup domain (e.g., SaaS, EdTech, D2C) and lifecycle (idea, MVP, growth).
4. Minimal User Input, Maximum Value: Converts as little as 10–15 Q&A responses into full strategy documents.
5. Built-in Learning Mechanism: User feedback can be used for reinforcement learning and output quality tuning.
6. Output Customization: Allows users to regenerate or edit sections to suit changing vision.

E1. Are there any existing patents or prior art that may impact the patentability of your invention?

Several tools exist in the market for business generation, AI advice, or LLM use, but none solve the problem the same way this invention does. Below is an assessment of relevant patents and their differences.

Examples of Similar Art & Tools:

1. OpenAI's GPT Interface

- Focuses on general-purpose natural language conversation.
- No structured data intake or startup-specific strategic generation pipeline.
- Lacks domain tailoring and persona-specific output.



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2. Lean Canvas Tools (e.g., Strategyzer, Bizplan)

- Focus on user-driven templates for startup planning.
- No use of LLMs, no AI-generated recommendations.
- Requires heavy manual input and business knowledge.

3. Patent: US20200311285A1 – Automated Business Planning System

- Offers an automated document generator using predefined templates.
- No use of AI to dynamically generate strategic components.
- Does not analyze startup-specific input dynamically.

4. Patent: US20200287268A1 – Virtual Business Consultant

- AI-based advisory system with rule-based logic.
- Lacks deep learning and adaptability based on varied user input.

F. COMPARISON:

Advantages and Differences over Previous Solutions:

- **Personalized vs. Generic:** Our system adapts to user input dynamically.
- **AI-Driven vs. Template-Based:** Unlike traditional planners, our tool learns from data.
- **Interactive vs. Static:** Users can engage in a chat-like session.
- **Real-time Update vs. Manual Edits:** Edits are processed through logic trees automatically.
- **Cost-Effective:** Reduces reliance on high-cost consultants while offering comparable strategic insight.

This tool redefines how early-stage businesses approach strategic planning.



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G. CLAIMS:

1. An online platform that helps small business owners create business plans by answering simple questions about their idea, budget, and target customers, and automatically generates step-by-step guidance with estimated costs and risks.
2. The platform as claimed in claim 1, where business owners can ask questions about their plan and get answers from experienced entrepreneurs through a community forum.
3. The platform as claimed in claim 1, that shows examples of similar successful businesses to help users compare and improve their own plans.

H. ADVANTEAGES:

The AI Strategy Generator offers several advantages over existing tools and methodologies in the startup planning and strategic advisory space:

1. **Highly Personalized Output:** Generates a business strategy unique to the user's responses, unlike static templates or generic advice.
2. **Domain-Specific Adaptability:** Automatically tailors recommendations based on the startup type (e.g., EdTech, FinTech, B2B SaaS, etc.).
3. **Faster Ideation to Execution:** Reduces the time needed to convert a startup idea into a coherent strategy document from days to minutes.
4. **Reduced Need for Expert Intervention:** Founders no longer need to rely solely on consultants or incubators for basic strategic direction.
5. **Accessible to Early-Stage Founders:** Designed for founders with little to no prior entrepreneurial experience or business education.
6. **Cost-Efficient:** Replaces or augments the work of business coaches and planners at a fraction of the cost.



I. ADDITIONAL INFORMATION:

1. An **online platform** designed to assist small business owners in generating comprehensive business plans by prompting them to answer a series of simplified, guided questions regarding their idea, financial budget, and target market. The platform leverages artificial intelligence to automatically generate a step-by-step strategy, including estimated financial requirements, operational costs, and associated business risks.
2. The platform as claimed in Claim 1, further includes a **collaborative community forum** where business owners can post questions about their plan and receive answers, feedback, and real-world advice from a network of experienced entrepreneurs and domain experts.
3. The platform as claimed in Claim 1, wherein the system dynamically displays **case studies and strategic examples of similar successful businesses**, enabling comparative analysis and offering users the opportunity to optimize their own plans by drawing from proven business models.

J. OBJECTIVE OF THE INVENTION

The primary objective of the invention is to empower aspiring entrepreneurs and startup founders by providing an AI-powered system that simplifies and accelerates the process of business strategy development. This system bridges the gap between idea and execution by:

- Democratizing access to strategic insights.
- Reducing dependence on human advisors or rigid templates.
- Ensuring early-stage founders can make informed decisions from day one.

Ultimately, the invention aims to make high-quality strategic planning accessible, personalized, and scalable for anyone starting a business, anywhere in the world.



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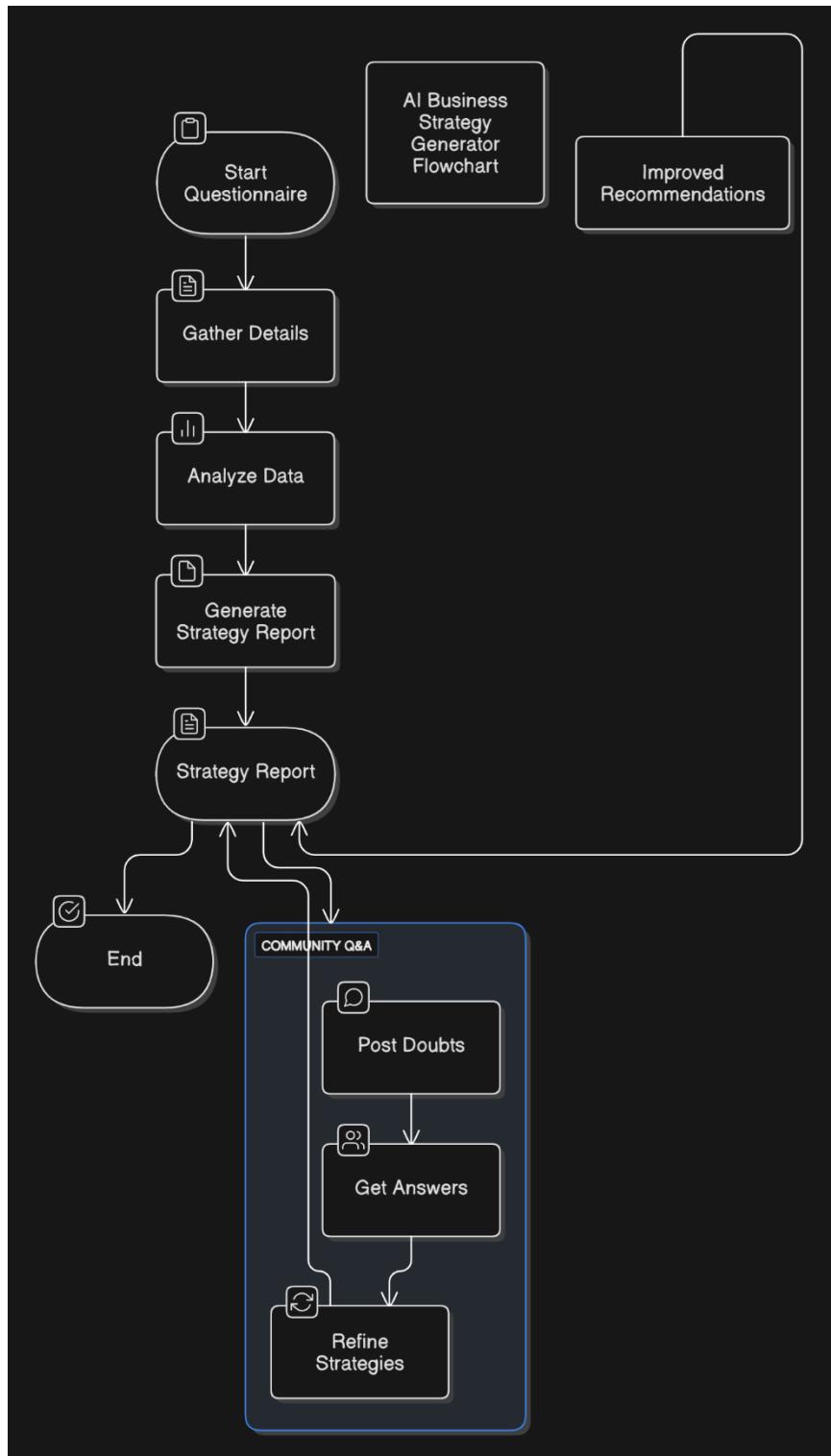
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K. DRAWINGS





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DISCLAIMER

I /We the undersigned inventor(s) through our activities at

1. Dr. J. Deny (Associate Professor), Kalasalingam Academy of Research and Education 2. M. Christopher Arock (Student), Kalasalingam Academy of Research and Education, 3. G.S Arjun (Student), Kalasalingam Academy of Research and Education, 4. C. Aswin Karthick (Student), Kalasalingam Academy of Research and Education, 5. B. Pavan Kumar (Student), Kalasalingam Academy of Research and Education, 6. Abhishek Kumar (Student), Kalasalingam Academy of Research and Education hereby declare that any information pertaining to the above furnished inventions for patent filing are results of my /our true works. I /We acknowledge that the company is accepting this information for review purpose only. I /We also understand that any comments, suggestions, reports, etc. which I/We receive review based upon this analysis is neither meant nor understood to be a conclusive legal opinion. Further I /We agree that the company cannot be held responsible for acceptance or rejection or any other office actions of my /our inventions, creations, Patent, copyrights, trademarks, designs by appropriate authorities. I / We whole heartedly accept the verdict finalized by the patent office whether it is positive or with adverse results and I/We will not blame the company for such reasons. However, the company will support the inventor(s) by replying to FER queries or technically assist the inventor(s) with modified patents and designs which paves easy way for awarding grant certificate. Hereby disclose this "Invention" to the company on the date signed below.

Date:

Place:

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2. Inventor signature

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