

## Ideation Phase

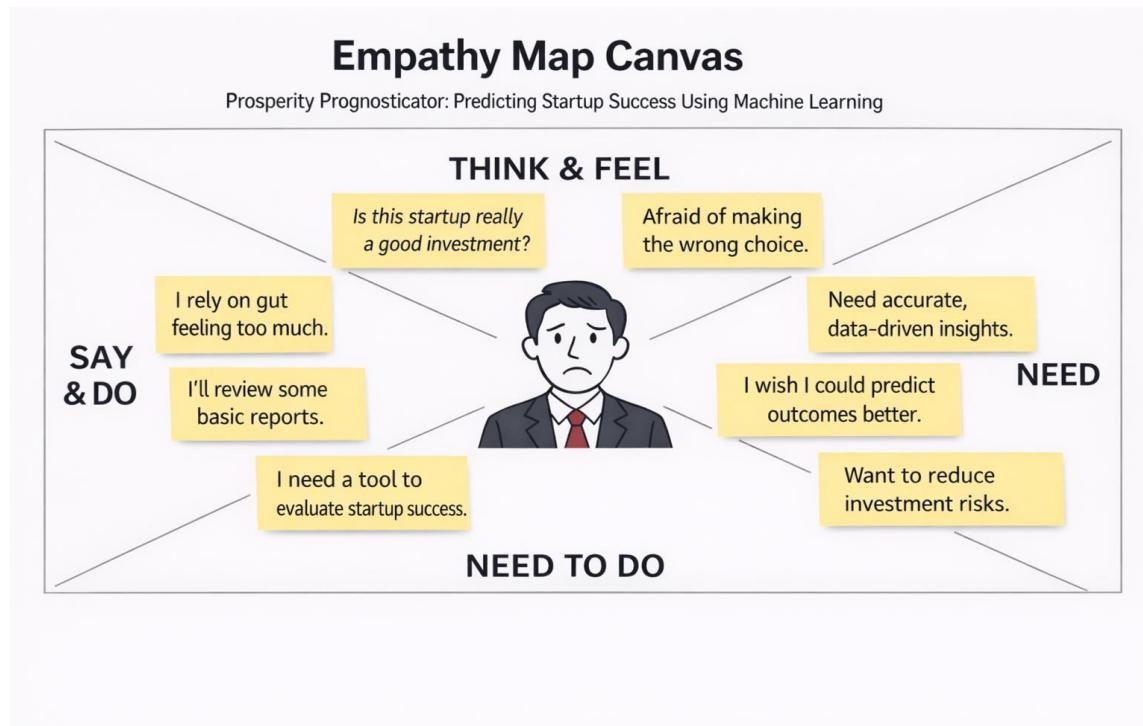
### Empathize & Discover

Date	14 Feb 2026
Team ID	LTVIP2026TMIDS47450
Project Name	prosperity prognosticator: machine learning for startup success prediction
Maximum Marks	4 Marks

### Empathy Map Canvas

An empathy map is a simple visual tool that helps us understand the thoughts, feelings, behaviors, and needs of stakeholders involved in startup decision-making, such as investors, entrepreneurs, policymakers, and business analysts.

For our machine learning-based **Startup Success Prediction System**, this map helps us build deep empathy with users who rely on accurate insights to make investment, planning, and policy decisions. By understanding their challenges, motivations, and current decision-making approaches, we ensure that our solution is not only technically accurate but also practical, trustworthy, and easy to use.



### Example: Startup Success Prediction Tool – Prosperity Prognosticator

This empathy map captures the real experiences, concerns, and expectations of investors evaluating startup opportunities, entrepreneurs planning business growth, policymakers

designing entrepreneurship programs, and analysts studying startup trends. It guides the development of a machine learning-powered system that predicts startup success based on historical and market data.

Through this map, we gain deeper insights into practical difficulties—such as uncertainty in investment decisions, complexity of startup data, and lack of reliable predictive tools—as well as users’ desire for fast, data-driven insights.

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### ❖ By documenting:

- **What users think and feel**

- “Is this startup really worth investing in?”
- “What factors actually lead to startup success?”
- “I don’t want to make costly mistakes.”

- **What they hear**

- “Startup success is unpredictable.”
- “You must rely on experience and intuition.”
- “Data-driven tools can improve decision-making.”

- **What they say and do**

- “Let me analyze funding and market reports.”
- “I’ll compare similar startups before deciding.”
- “I wish I had a tool that predicts success quickly.”

- **What they need to do**

- Evaluate startup potential faster and more accurately
- Reduce investment and business risk
- Access clear predictions without needing technical expertise

This exercise ensures that the machine learning model we build is not only accurate in predicting startup outcomes but also practical and empowering for real users. It supports investors in better decision-making, helps entrepreneurs improve planning strategies, and enables policymakers to design more effective startup-support initiatives.

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