

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS85825
Project Name	Prosperity Prognosticator – Machine Learning for Startup Success Prediction
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.**

Template:

Define customer segments, fit into customer limitations		
1. CUSTOMER SEGMENT(S) <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Who is your customer?</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Policy makers involved in entrepreneurship and innovation programs</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Government bodies and startup incubation authorities</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Entrepreneurs planning early-stage startups</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Investors evaluating startup opportunities</div>	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Limited time for manual analysis</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Budget constraints & Lack of machine learning expertise</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Need for transparent and explainable outputs</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Dependence on historical data availability</div>	5. AVAILABLE SOLUTIONS PLUSES & MINUSES <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Manual evaluation by experts</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Traditional statistical reports, Intuition-based decision-making</div>
Focus on problem, tap into behavior, understand root cause		
2. PROBLEMS / PAINS + ITS FREQUENCY <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Evaluate startup viability before allocation</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Identify factors influencing startup success</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Reduce uncertainty in startup-related decisions</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Improve effectiveness of entrepreneurs</div>	9. ROOT / CAUSE OF PROBLEM <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Lack of predictive, data-driven tools</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Dependence on subjective judgment</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Increasing complexity of startup ecosystem</div>	7. BEHAVIOR + ITS INTENSITY <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Compare multiple startups manually</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Review reports before making decisions</div>
Identify strong triggers & emotions		
3. TRIGGERS <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">High startup failure rates reported in studies</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Limited budget and need for accountability</div>	10. YOUR SOLUTION <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">The Prosperity Prognosticator uses machine learning models to</div> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">It provides explainable insights into key success factors, helping</div>	8. CHANNELS OF BEHAVIOR <p>ONLINE</p> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Web dashboards, Online reports and analytics, Digital policy newsletters</div> <p>OFFLINE</p> <div style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;">Meetings and review committees & Policy discussions and presentations</div>

Reference:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>