

## 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		
<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; font-size: small;">Add</span> <hr/> who is your customer? <hr/> Policy makers involved in entrepreneurship and innovation progr <hr/> Government bodies and startup incubation authorities <hr/> Entrepreneurs planning early-stage startups <hr/> Investors evaluating startup opportunities <hr/>	<b>6. CUSTOMER LIMITATIONS</b> <small>EG: BUDGET, DEVICES</small> <span style="float: right; font-size: small;">Add</span> <hr/> Limited time for manual analysis <hr/> Budget constraints & Lack of machine learning expertise <hr/> Need for transparent and explainable outputs <hr/> Dependence on historical data availability <hr/>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span style="float: right; font-size: small;">Add</span> <hr/> Manual evaluation by experts <hr/> Traditional statistical reports , Intuition-based decision-making <hr/>
Focus on problem, tap into behavior, understand root cause		
<b>2. PROBLEMS / PAINS</b> <small>• ITS FREQUENCY</small> <span style="float: right; font-size: small;">Add</span> <hr/> Evaluate startup viability before allocatir <hr/> identify factors influencing startup succe <hr/> Reduce uncertainty in startup-related de <hr/> Improve effectiveness of entrepreneurs <hr/>	<b>9. ROOT / CAUSE OF PROBLEM</b> <span style="float: right; font-size: small;">Add</span> <hr/> Lack of predictive, data-driven tools <hr/> Dependence on subjective judgment <hr/> ncreasing complexity of startup ecosyst <hr/>	<b>7. BEHAVIOR</b> <small>• ITS INTENSITY</small> <span style="float: right; font-size: small;">Add</span> <hr/> Compare multiple startups manually <hr/> Review reports before making decisions <hr/>
Identify strong triggers & emotions		
<b>3. TRIGGERS</b> <span style="float: right; font-size: small;">Add</span> <hr/> High startup failure rates reported in studies <hr/> Limited budget and need for accountability <hr/> <b>4. EMOTIONS</b> <span style="float: right; font-size: small;">Add</span> <hr/> How do customers feel before and after? <hr/> Before -> Uncertain Risk-averse Anxious about wrong decisior <hr/> After ->Confident Data-driven In control of outcomes <hr/>	<b>10. YOUR SOLUTION</b> <span style="float: right; font-size: small;">Add</span> <hr/> The Prosperity Prognosticator uses machine learning models to <hr/> It provides explainable insights into key success factors, helping <hr/>	<b>8. CHANNELS OF BEHAVIOR</b> <b>ONLINE</b> <span style="float: right; font-size: small;">Add</span> <hr/> Web dashboards , Online reports and analytics , Digital policy n <hr/> <b>OFFLINE</b> <span style="float: right; font-size: small;">Add</span> <hr/> Meetings and review committees & Policy discussions and pret <hr/>

Reference:

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