

# CAPSTONE PROJECT

## StartIQ

Startup blueprint generator agent

**Presented By:**

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# **OUTLINE**

- **Problem Statement**
- **Technology used**
- **Wow factor**
- **End users**
- **Result**
- **Conclusion**
- **Git-hub Link**
- **Future scope**
- **IBM Certifications**

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# PROBLEM STATEMENT

Starting a business is hard — especially when you don't know where to begin or how to create a solid plan. Most new founders don't have access to expert advice, real startup examples, or tools that explain things clearly.

- **Proposed Solution:**

A Startup Blueprint Generator Agent, powered by RAG (Retrieval-Augmented Generation), transforms raw startup ideas into complete, actionable business blueprints.

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# TECHNOLOGY USED

IBM cloud lite services:

- Watsonx.ai Studio
- Watsonx.ai Runtime
- Cloud Object Storage

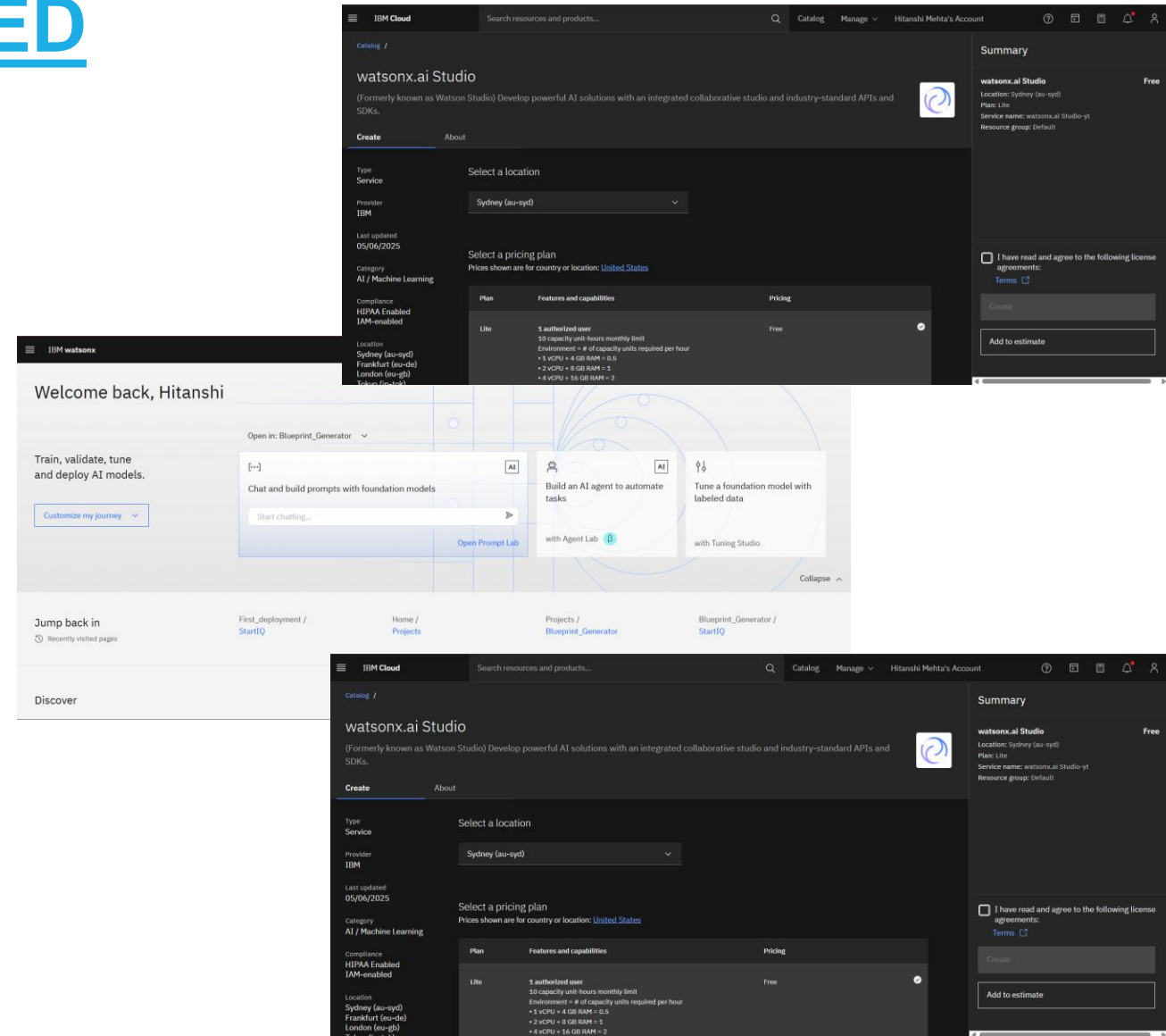
Natural Language Processing (NLP)

Retrieval Augmented Generation (RAG)

IBM Granite model

# IBM CLOUD SERVICES USED

- IBM Cloud Watsonx AI Studio
- IBM Cloud Watsonx AI runtime
- IBM Cloud Agent Lab
- IBM Granite foundation model



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# WOW FACTORS

**StartIQ helps founders turn ideas into complete, investor-ready startup plans instantly. Just describe your idea, and it generates a smart, structured blueprint grounded in real startup knowledge.**

## **Unique features:**

- Builds complete, ready-to-use startup plans in minutes.
- Grounded in real-world startup data, not just AI guesses.
- Talks like a co-founder - clear, friendly, and practical.
- Adapts to your idea, stage, and industry automatically.
- Delivers investor-ready content you can actually use.
- Replaces templates and research with instant, smart guidance.

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## END USERS

- **First-time founders** – who need step-by-step startup guidance.
- **Solo entrepreneurs** – building and validating ideas on their own.
- **Student innovators** – working on startup ideas or competitions.
- **Non-technical founders** – needing clear, jargon-free planning help.
- **Early-stage teams** – aligning on roadmap, GTM, and business model.

# RESULTS

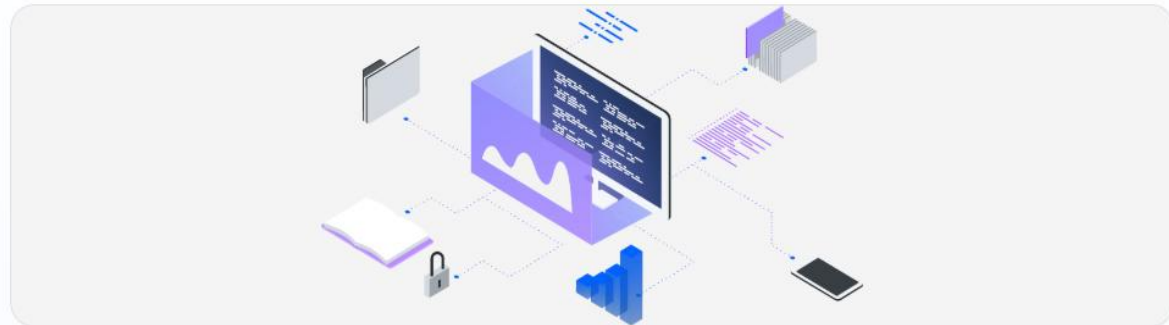
## Agent preview



StartIQ 04:03 PM

Welcome to StartIQ

Hi, I'm StartIQ — your AI co-founder for smart, grounded startup plans from idea to launch.



## Sample questions

Got a startup idea? Plan it out.



How do I launch fast?




Type something...








# RESULTS

## Agent preview

 You: 04:22 PM  
i have an idea

 StartIQ 04:22 PM  
That's great! I'd love to hear more about your idea. Could you please provide some details about it?  
► How did I get this answer?

 You: 04:25 PM  
Idea: a clothing platform that will pickup customers' old clothes and restyle them into new trendy wear based on requirement at minimal cost. can u generate blueprint for that?

 StartIQ 04:25 PM  
**Startup Blueprint: Clothing Restyling Platform**

### 1. Executive Summary


Our platform revolutionizes sustainable fashion by picking up customers' old clothes and restyling them into trendy new wear at minimal cost. This innovative service caters to environmentally conscious consumers who want to refresh their wardrobe without contributing to fast fashion waste.

Type something...



# RESULTS

## Agent preview

 You: 04:04 PM

How do I launch fast?

 StartIQ 04:04 PM

To launch a startup quickly, consider the following blueprint:

1. **Executive Summary:** A lean, agile startup focused on a single core product or service.
2. **Problem & Opportunity:** Identify a specific, immediate problem that your product solves. Leverage current trends or emerging needs.
3. **Solution Overview:** Develop a Minimum Viable Product (MVP) that addresses the core problem. Focus on functionality over aesthetics.
4. **Target Market:** Define a niche market segment most affected by the problem. Conduct quick market research using online surveys or social media polls.
5. **Business Model:** Adopt a subscription-based or freemium model for recurring revenue. Consider partnerships or affiliate programs to expand reach.
6. **Go-To-Market Strategy:** Utilize social media, content marketing, and SEO for low-cost promotion. Engage with online communities related to your niche.
7. **Competitive Analysis:** Identify direct and indirect competitors. Analyze their strengths and weaknesses to find differentiation opportunities.

Type something...



# RESULTS

## Deployed AI Agent

StartIQ  Deployed Online

API reference

Test

**Preview**

H

You 01:18 PM

Write a pitch summary.

StartIQ

StartIQ 01:18 PM

Sure, I can help with that! Could you please provide me with the following details:

1. Startup Name
2. Industry
3. Problem Statement
4. Solution
5. Target Market
6. Unique Value Proposition
7. Business Model

Type something...



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# CONCLUSION

- StartIQ simplifies startup planning by turning ideas into clear, structured, investor-ready blueprints.
- It combines the power of AI with real-world startup knowledge, ensuring advice is practical, not just generic.
- Designed for early-stage founders, StartIQ acts like a smart co-founder - always ready to guide, adapt, and support.

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## FUTURE SCOPE

- Plans that match your personality and way of working.
- Custom advice based on your country and industry.
- Turn your plan into a full pitch deck with one click.
- Get matched with the right co-founders, mentors, or programs.
- Track your progress and stay on top of next steps.
- Get updates to your plan as markets and trends change.

# IBM CERTIFICATIONS

In recognition of the commitment to achieve  
professional excellence



## Hitanshi Mehta

Has successfully satisfied the requirements for:

### Getting Started with Artificial Intelligence



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IBM **SkillsBuild**

Completion Certificate



This certificate is presented to

Hitanshi Mehta

for the completion of

**Lab: Retrieval Augmented Generation with  
LangChain**

(ALM-COURSE\_3824998)

According to the Adobe Learning Manager system of record

**Completion date:** 22 Jul 2025 (GMT)

**Learning hours:** 20 mins

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## Journey to Cloud: Envisioning Your Solution

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## GITHUB LINK

- [https://github.com/codeHit-24/IBM\\_INTERNSHIP.git](https://github.com/codeHit-24/IBM_INTERNSHIP.git)



**THANK YOU!**