Company & Company Vision
What is the company's business?
What is the overarching organisational vision or goal?

We develop intelligent systems for market forecasting using data science.

Vision: Empower smarter financial decisions through predictive analytics.

Project Name & Vision
What is your motivation for doing this project / creating the product?
How does it pay into the company vision?

Signal Sigma

We want to decode market signals and reduce uncertainty in investing.

Target Group
Which market or market segment does the product address?
Who are the target customers and users?

Market Segment: Retail and semi-professional investors in financial markets.

Connection to Vision: Helps users make data-backed decisions—core to our mission.

Target Customers: Individuals, analysts, and fintech platforms seeking predictive tools.

Needs
Which problem does the product solve?
What benefit does it provide?

Problem Solved: Market volatility and lack of reliable short-term price prediction.

Product
What product is it?
What makes it stand out?
Is it feasible to develop the product?

What makes it stand out: Combines financial and macroeconomic features for smarter forecasts.

Benefit: Informed investment strategies with less guesswork.

Feasibility: Yes—with scalable models and available data sources.

What is it: A time-series based prediction tool enhanced with external indicators like oil and gold.

Business Goals
How is the product going to benefit the company?
What are the business goals?

Company Benefit: Demonstrates technical capability, opens doors to B2B and B2C markets.

Business Goals: Attract partnerships, build credibility, and generate early traction.