MSME IDEA HACKATHON 5.0

Coastal Hub: Empowering Enterprises with Intelligent Market Forecasts

1. **Select HI/BI State:** Andhra Pradesh
2. **Select HI/BI:** Andhra Pradesh
3. **Select Theme:** Innovation for Business upliftment and sustainability in coastal and hilly areas

4. **Idea sector**
Miscellaneous Sector (Environment, Forests, Water & Sanitation; Foods, Beverages, FMCG, Consumer Goods; Infrastructure, Construction, Housing; IT, ITES, Electronics, White Goods, Telecommunication; Metals, Engineering, Machinery, Automation and Transportation, Automotive, E Vehicles, Railways, Aviation, UAV and any other sub-sector)

5. **Title of proposed idea/innovation**
Coastal Hub: Empowering Enterprises with Intelligent Market Forecasts

6. **Briefly explain the newness/uniqueness of the innovation**
This platform is a simple but powerful form of a digital opportunity for democratizing stock market forecasting among Indian retail investors. While various financial analytics tools exist in select urban markets, this solution is considered unique in the broader landscape because:

● Small and independent investors have long been overlooked by high-cost, complex financial technologies.
● The platform is designed in regional languages to serve traders and learners with minimal technical expertise.
● There is no reliance on costly intermediaries or subscription-heavy services users can access insights directly from public data and sentiment sources.
● Investors can track historical price patterns and real-time sentiment signals side by side, allowing instant, informed decision-making.
● The exaggerated complexity of multi-layer dashboards, parameter tuning, and opaque forecasts is removed, offering clarity over confusion.
● The system can later incorporate smart alerts, personalized recommendations, and adaptive learning modules to enhance user experience.
● This solution empowers individuals to improve their trading outcomes, reduce uncertainty, and build a more resilient and inclusive financial ecosystem.

7. Concept & Objective

The goal of this project is to build a smart stock market forecasting platform that equips investors with accurate predictions and clear insights to guide trading decisions. The concept integrates historical market data, technical indicators, and sentiment analysis to model how both numbers and news influence stock prices. Unlike conventional tools that rely only on past prices, this system combines structured data with real-time sentiment signals to capture short-term trends and long-term patterns more effectively.

The main objectives are:

● Develop a hybrid prediction framework that blends advanced machine learning techniques to improve forecast accuracy.

● Enable real-time processing of financial news sentiment to make predictions responsive to sudden market events.

● Provide an accessible, user-friendly interface where investors can visualize trends, check sentiment impacts, and understand predictions without technical complexity.

● Reduce dependence on expensive third-party forecasting services by offering a transparent and affordable solution.

● Build a scalable platform that can be extended in the future to include portfolio optimization, smart alerts, and adaptive trading strategies.

8. Specify the potential areas of application in industry/market in brief

- Embed dynamic prediction widgets and sentiment dashboards in financial news portals.
- Support analysts in investment advisory services with more accurate research forecasts.
- Feed real-time predictions into algorithmic trading systems to improve trade timing and profitability.
- Offer subscription-based forecasting tools for small investors through fintech startups.
- Provide a learning platform for students in academic research and education.
- Help risk management divisions identify volatility risks and adjust exposure proactively.
- Enable hedge funds and asset managers to refine trading strategies and optimize returns with hybrid prediction frameworks.

9. Briefly provide the market potential of idea/innovation

The market potential of this innovation is strong and growing rapidly, driven by rising demand for accessible, data-driven investment tools.

- The Indian stock market has seen a surge in retail participation, with millions of new investors joining digital platforms.

- Professional traders, wealth managers, and institutions increasingly seek predictive models that combine numerical data and sentiment for better decisions.
- Fintech startups are investing heavily in AI-powered forecasting to stand out and attract cost-conscious investors.

This solution stands out by delivering accurate predictions in an intuitive, user-friendly interface that appeals to both beginners and experienced traders. The ability to integrate real-time sentiment analysis with historical trends offers a unique advantage over traditional models. As algorithmic trading adoption rises and investors demand more transparency and control, the platform is well positioned to become a trusted forecasting solution. These factors together create a large and expanding market where this innovation has strong commercial viability and the potential for wide adoption across trading platforms, advisory services, and educational applications.

10. **UPLOAD PROPOSAL** (Name and contact details should not appear in the file.)

Financial requirements format

Particular item	Total idea project cost (Rs .In lakh)	Amount GOI assistance (Rs. Inlakh)	Incubatee share (Rs.Inlakh)
Technology related Expenditure towards machine usage charges etc., Electricity charges, Procurement of raw material, testing/ Calibration charges, other charges essential for development of idea Max (10 lakhs)	10L	10L	--
Charges for mentor/ handholding supporting team Max (3.00) lakh.	3L	3L	-----
Travelling Expenses or any other item not covered as above may be allowed as per need for development of idea Max (2.00 Lakh)	2L	2L	------