* **A. Company Name**

Make Up Your Mind

* **B. Long-term vision statement**,
  1. The goal of this project is to come up with a machine learning base that can help an individual or group such as our own make up their mind about a choice.
  2. The idea came about from one of the members, Brian Steadman, where us not being able to come up with an idea gave him the idea that we need a tool to make up our minds
  3. What is the **purpose, values and mission**? List  2 or 3 key questions that will guide the startup's choices. These should be essential questions that serve as touchstones tt orect work. For instance, how can the startup have impact? What engages our passions?

As previously stated, the purpose of this project is to make a choice for the user if they can’t come to one themselves. The main question is on how to execute such a decision. Whether this will be relevant to a random generator? Is it a platform where a user enters their choices, the program then decides to compress those choices into a shorter queue of choices?

* 1. What**compelling value**will you offer to society?

Through our experience, whenever a project is assigned, it can be difficult for all to have an accord on what project to do and in essence a lot of time can sometimes be wasted on making such agreements. Even then, if all agree with each other, sub-decisions can cause further conflicts. Having a program to decide for you can assist in the advancement of a projects by eliminating the time wasted on decisions and allowing the team/ individual to advance forward.

* **C. External opportunities that exist,**
  1. What is the market and opportunity that align with goals?

Such a tool can be implemented among students, professionals, or even simple day to day functions. It doesn’t have to be used in only professional settings, rather it can have the versatility of being able to assist in fun activities. Take for example, when you and a friend, or significant other want to hang out or

* **D. Teams**[bios &"internal" (personal) strengths,](http://borg.csueastbay.edu/~grewe/CS230/Mat/EthicsInfo/BiosStrengths.html)
* **E. Strategy**for the next three to five years. In addition, please share at least one case study of the closest potential competitor and what you learned from it in terms of maximizing the startups potential for the future.
  1. What are the**key milestones and checkpoints**in your plan? Specify as OKRs- how will you measure/determine if you have successfully attained these milestones? How do you define success?
  2. How will you differentiate from others?
* **F. Slogan**- summarize is 6 words or less the companies goals/objectives (Here are some I have used for different research project/labs: bringing mobility to the low vision, human-centric vision solving real problems)

A Decisive Tool for Indecisive Brains