

Ideation Phase

Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2026TMIDS74689
Project Name	Prosperity Prognosticator: Machine Learning for Startup Success Prediction
Maximum Marks	2 Marks

Customer Problem Statement Template:

a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: #fff9c4; padding: 5px; margin-bottom: 10px; text-align: center;">an investor looking for profitable startup opportunities</div> <div style="background-color: #fff9c4; padding: 5px; text-align: center;">an entrepreneur starting a new business</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 10px; text-align: center;">predict which startups will succeed before investing</div> <div style="background-color: #bbdefb; padding: 5px; text-align: center;">understand my startup's success chances and improve planning</div>	<div style="background-color: #bbdefb; padding: 5px; margin-bottom: 10px; text-align: center;">I do not have a proper data-based prediction system</div> <div style="background-color: #bbdefb; padding: 5px; text-align: center;">I cannot measure risk or success probability clearly</div>	<div style="background-color: #c8e6c9; padding: 5px; margin-bottom: 10px; text-align: center;">startup data is complex and difficult to analyze manually</div> <div style="background-color: #c8e6c9; padding: 5px; text-align: center;">there is no simple ML-based tool that analyzes funding and market factors</div>	<div style="background-color: #ffe0b2; padding: 5px; margin-bottom: 10px; text-align: center;">uncertain and risky</div> <div style="background-color: #ffe0b2; padding: 5px; text-align: center;">confused and worried</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An investor looking for profitable startup opportunities.	Predict which startup will succeed before investing.	I do not have a proper data-based prediction system.	Startup idea is complex and difficult to analyse manually.	Uncertain and risky.
PS-2	An entrepreneur starting a new business.	Understanding my startup's success chances and improve planning.	I cannot measure risk or success probability clearly.	There is no simple ML-based tool that analyses funding and market factors.	Confused and worried.