Brainstorming – Idea Generation

Prosperity Prognosticator: Machine Learning For Startup Success Prediction

1. Problem Identification

Investors, entrepreneurs, and policymakers face difficulty in predicting which startups will succeed. Traditional evaluation methods are subjective and prone to bias. There is a clear need for a data-driven system to objectively assess startup potential.

2. Initial Ideas Generated

2.1 Idea 1: Investor Decision Support Tool

Build an ML model that analyzes startup data and predicts success likelihood, helping investors make smarter decisions.

2.2 Idea 2: Entrepreneur Strategy Advisor

A platform for entrepreneurs to input startup parameters and receive feedback on viability, key risk factors, and improvement strategies.

2.3 Idea 3: Policy Research Engine

Use ML predictions to identify ecosystem-level patterns that inform government and policymaker decisions on startup support programs.

3. Selected Idea

After brainstorming, the team selected a unified Startup Success Prediction Web Application that serves all three user groups — investors, entrepreneurs, and policymakers.

4. Key Features Brainstormed

- Input startup characteristics (funding rounds, age, industry sector, etc.)
- Predict success probability using Random Forest ML algorithm
- Display results clearly on a web interface built with Flask
- Support three key user scenarios: Investors, Entrepreneurs, Policy Makers

5. Tools & Technologies Brainstormed

Category	Technology
Programming Language	**Python**
ML Library	**Scikit-learn**
Data Analysis	**Pandas, NumPy**
Visualization	**Matplotlib, Seaborn**
Web Framework	**Flask**
Frontend	**HTML, CSS**
Model Saving	**Pickle (.pkl)**
Dataset	**Kaggle – Startup Success Prediction CSV**

6. Outcome

The brainstorming session concluded with a clear project vision: develop a machine learning powered web application that predicts startup success based on key characteristics and funding data, providing actionable insights for investors, entrepreneurs, and policymakers.