Empathy Map Canvas

Prosperity Prognosticator: ML For Startup Success Prediction

User 1: Investor

Empathy Dimension	Insights
THINK & FEEL	**Worried about investment risk. Wants data to back gut feelings. Feels pressure to deliver portfolio returns.**
HEAR	**Other investors talk about big wins and losses. Analysts giving conflicting advice. News about startup failures.**
SEE	**Pitches from hundreds of startups. Market reports with complex data. Competitors using advanced analytics.**
SAY & DO	**Attends pitch events. Reviews business plans manually. Relies on networks for startup recommendations.**
PAIN	**Too much data to process manually. High risk of failed investments. Lack of standardized evaluation tools.**
GAIN	**Improved investment accuracy. Faster evaluation process. Better portfolio profitability.**

User 2: Entrepreneur

Empathy Dimension	Insights
THINK & FEEL	Excited but anxious about the startup journey. Unsure which factors matter most for success.
HEAR	Mentors giving generic advice. Success stories from peers. Warnings about high startup failure rates.
SEE	Competitors growing faster. Investors rejecting their pitches. Limited access to analytical tools.
SAY & DO	Builds business plans based on assumptions. Pitches to investors repeatedly. Iterates product based on feedback.
PAIN	No clear insight into why startups fail. Difficulty convincing investors. Poor resource allocation.
GAIN	Clear success probability score. Identified key improvement areas. Increased investor confidence.

User 3: Policy Maker

Empathy Dimension	Insights
THINK & FEEL	Responsible for economic growth. Wants evidence-based policies. Concerned about budget misuse.
HEAR	Reports about high startup mortality rates. Lobbying from industry bodies. International benchmarks on innovation.
SEE	Uneven distribution of successful startups across sectors. Limited analytics on policy impact.
SAY & DO	Allocates funds to incubators and programs. Designs tax incentives. Reviews annual startup ecosystem reports.
PAIN	Difficulty measuring policy effectiveness. Uncertainty about which sectors to prioritize.
GAIN	Data-driven evidence for policy design. Better-targeted support programs. Improved economic outcomes.