NEXORA-AI: An AI-Powered Startup Idea Analyzer with Explainable Business Viability Scoring

Mrs. R. Hemalatha[1], M. Deepika[2], T. S. Divyadharshini[3]
[1]Assistant Professor, Dept of CSE
[1,2,3] K.L.N. College of Engineering, Sivagangai, India

Abstract- *Nexora AI Business Analyzer is a web-based platform designed to help entrepreneurs evaluate business ideas through AI-assisted analysis.it provides business feasibility assessment, market potential analysis ,competitor analysis, sentiment analysis, dynamic pricing recommendations, and financial estimation .The system also supports business viability evaluation and provides information about government schemes and compliance requirements .By integrating these features, Nexora aims to simplify preliminary business planning and support informed decision-making.*

Keywords- Artificial Intelligence, Business Analysis, Competitor Analysis , Feasibility, Market Potential

I. INTRODUCTION

Starting a business requires proper planning, market research, financial estimation, and competitor analysis. Entrepreneurs may face difficulties in determining the feasibility of their ideas due to limited resources and insufficient information.

Nexora AI Business Analyzer addresses these challenges by providing a centralized platform for analyzing business ideas. Users can enter their business details and receive relevant insights about market opportunities, competition ,pricing, profitability, and potential risks.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

The initial step involved identifying the challenges faced by entrepreneurs when evaluating business opportunities. Research into existing business analysis approaches helped establish the essential requirements of the proposed system.

The following steps were considered:

1) Identifying the problems in business feasibility evaluation.
2) Researching existing business analysis platforms.
3) Collecting requirements for market and competitor analysis.
4) Selecting suitable web technologies, database services, and AI integration.
5) Planning modules for pricing, viability scoring, financial estimation ,and compliance guidance.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

The identified requirements were organized into modules to provide a structured business evaluation process.

Bits , Pieces together and Jump Start

Nexora combines business feasibility analysis, market potential assessment, competitor identification, and customer sentiment analysis. It also provides dynamic pricing recommendations, business viability scoring, profit estimation, and break-even analysis. These modules work together to help users understand different aspects of a proposed business.

The platform enables entrepreneurs to evaluate their business ideas by entering relevant business information. The system generates insights and recommendations based on its implemented features, helping users understand opportunities, risks, and financial considerations before making business decisions.

IV. GET PEER REVIEWED

The proposed system and research paper can be reviewed by project guides, faculty member, domain experts. Their feedback can help evaluate the methodology, functionality, clarity, and practical usefulness of Nexora AI Business Analyzer.

For peer review send you research paper in IJSART format to editor@ijsart.com

V. IMPROVEMENT AS PER REVIEWER COMMENTS

Reviewer suggestions can be used to improve the accuracy of business analysis, clarity of recommendations, and

reliability of financial estimates. Further improvements may include better data validation, enhanced competitor analysis, and clear explanations of pricing recommendations and compliance requirements.

After the successful review and payment, IJSART will publish your paper for the current edition. You can find the payment details at: http://www.ijsart.com/publication-charges/

CONCLUSION

Nexora AI Business Analyzer provides an integrated platform for preliminary business evaluation using web technologies and AI-assisted analysis. It supports entrepreneurs in understanding business feasibility, market opportunities, competition, pricing, and profitability. Future enhancements may include advanced predictive models and improved integration of reliable market data.

APPENDIX

The appendix may include system architecture diagrams, application screenshots, sample outputs, and additional implementation details.

ACKNOWLEDGMENT

We sincerely thank our project guide, Head of the Department, and faculty Members for their valuable guidance and support throughout the development of this project.

REFERENCES

[1] Google, “Gemini API Documentation.”
[2] React, “React Documentation.”
[3] Open JS Foundation, “Node.js Documentation.”
[4] Express.js, “Express Documentation.”
[5] MangoDB, “MangodDB Documentation.”