Acceler8 Pitch Deck Analysis Report

UBER-PITCH-DECK-EARLY-SEED - uber-pitch-deck-early-seed

Overall readiness	Detected stage	Analysed as
61%	**Pre-Seed**	**Early Seed**

Red flags	Amber flags	Green flags
6	**2**	**1**

This deck is still reading more like a vision and market opportunity story than a fundraising-ready round story. The most urgent gap is the complete absence of round mechanics and milestone logic, which creates a red flag on dilution, valuation reasonableness, and whether the raise is actually tied to execution outcomes. Second, there is not enough traction proof: no paid pilots, revenue, usage, or credible pipeline evidence, so the investor cannot tell whether demand is real. Third, the company story needs to be sharper and more specific—clear category definition, first ICP/wedge, quantified problem, and a concise competitor comparison—so the opportunity feels both understandable and believable. Fixing those three areas would materially improve investor confidence and reduce the biggest diligence risks.

Analysis mode: Deterministic (Less feedback, more consistency)
Score engine: statement_ratio_ladder_v1
Score model: deterministic-statement-ratio-ladder
Observation model: gpt-5.4-mini

Stage diagnosis

You selected:
Early Seed

Auto-detected:
Pre-Seed

Analysis used:
Early Seed

This deck reads as Pre-Seed because it shows an MVP or prototype with core functionality, along with early market framing and testing of the opportunity. It is still building toward a live product in customer use and toward clear first paying customers or repeatable revenue. Overall, the story is early and promising, but not yet at the stage of demonstrated external traction.

Low-confidence auto-stage selection: the deck gives weak stage signals across some methods. User selection advised.

Guardrails applied: tie_broken_by_weighted_stage_center

AI analyst view
Pre-Seed
Confidence: Medium

Operational maturity
Early Seed
Confidence: Low

Fundraise signals
Early Seed
Confidence: Low

Evidence supporting stage

- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.

- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...

- Page 2: Problem

What would move it to the next stage

- Verified paid pilots or repeatable commercial traction

- Clear milestone and runway plan for the selected round

- Diligence-ready evidence for IP, legal, customer quality, and pipeline credibility

Investor signals

Readiness	Percentile	Thesis fit	Outlier index
61%	**54th**	**0%**	**90%**
Overall deck score.	Position versus the reference baseline.	Fit against the active investor-thesis baseline.	Strongest visible outlier branch in the deck.

Thesis fit

0% **Weak**

Assessment: 0% of active investor theses matched this deck at a >90% threshold.

How this score was calculated: Active investor theses: 477. Filtered out on hard criteria: 140. Compared on thesis content: 337. Cleared the 90% threshold: 0.

Cleared match threshold: theses commonly looked for

- No theses cleared the 90% threshold.

Filtered out on hard criteria

- Location: 23%
- Founder personal criteria: 5%
- Stage: 4%

Compared on thesis content but below 90%

- We invests in early-stage...
- Fintech
- Enterprise
- Data
- We invests in seed-stage...

Outlier index

90% **Strong**

Assessment: The strongest outlier driver is Strong single signal(s): Market size.

Driver labels: Strong single signal(s): Market size

How this score is built:

Bold opportunity	Strong single signal(s)	Non-consensus insight or positioning
87%	**90%**	**50%**
Developing	Strong	Weak

The Outlier index is set by the highest of these three branch scores. Bold opportunity combines vision, market opportunity, and why-now strength. Detailed evidence and commentary for each branch are shown on the following page. Where a branch shows N/A, it did not produce a reportable outlier signal on this run.

Bold opportunity

87% Developing

Assessment: The deck hints at an Uber-like next-generation car service and includes a market size section, but the company description is still broad. Add a tighter one-line statement that names the customer, product, outcome, and category, plus one concrete proof point that makes the category claim feel real now.

What this covers: A composite of vision, market opportunity, and why-now strength.

Deck evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Strong single signal(s)

90% Strong

Assessment: The strongest single signal is Market size.

Top drivers: Market size

Factor breakdown:

- Market size: 90% - The deck includes a market size section with placeholders, but the sizing logic is not yet visible. Replace p...

- Early traction anomaly: 80% - The deck includes forward-looking outcomes and a go-to-market plan, but not clear traction proof. Add dated t...

- Founder pedigree: 60% - The deck includes market sizing, but not founder-specific proof of fit. Show the founders’ unusual right-to-w...

- Technical differentiation: 60% - The deck hints at a growth motion, but the reason it wins is not clearly stated. State one sharp advantage an...

- Unusual opportunity: 0%

Non-consensus insight or positioning

50% Weak

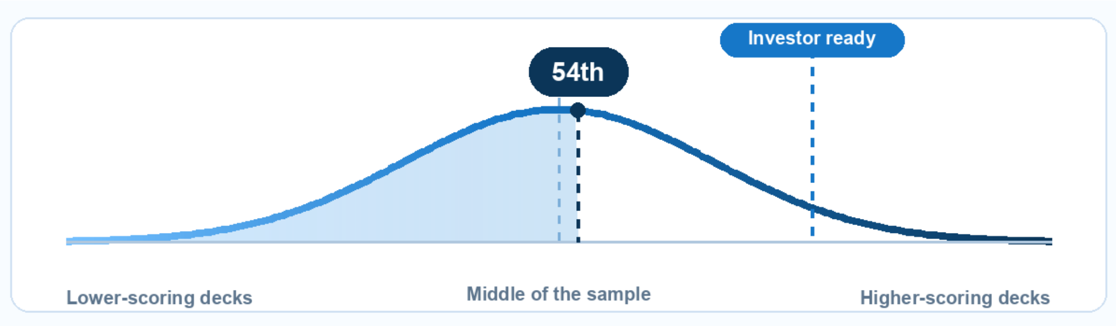
Assessment: Deck explicitly frames an alternative view, wedge, or market position rather than only a default startup narrative.

Deck evidence:
- Page 4: How it Works Uber Get a ride Order Go again Work 1455 Market Street 1600 Michigan Street San Francisco Good morning, Joost Where to? Work 1455 Market Street 1600 Michigan Street...

Category scorecard

54th percentile

This deck is in the Top 50%



Percentiles are calculated against our reference dataset of 100+ decks.

Category	Average	Status	Comment
Market opportunity and timing	78%	Strong	Calculated as the simple average of the rubric topic scores in this section.
Solution and value proposition	42%	Weak	Calculated as the simple average of the rubric topic scores in this section.
Traction and validation	67%	Developing	Calculated as the simple average of the rubric topic scores in this section.
Commercial model and growth strategy	65%	Developing	Calculated as the simple average of the rubric topic scores in this section.
Competitive position and defensibility	54%	Developing	Calculated as the simple average of the rubric topic scores in this section.
Team and execution capability	53%	Developing	Calculated as the simple average of the rubric topic scores in this section.
Financial plan and funding rationale	73%	Developing	Calculated as the simple average of the rubric topic scores in this section.
Investor readiness and communication quality	59%	Developing	Calculated as the simple average of the rubric topic scores in this section.

Detailed scoring

Market opportunity and timing

Vision / company category clarity

70% Developing

Assessment: The deck hints at an Uber-like next-generation car service and includes a market size section, but the company description is still broad. Add a tighter one-line statement that names the customer, product, outcome, and category, plus one concrete proof point that makes the category claim feel real now.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Problem quality and urgency

60% Developing

Assessment: The deck names a problem and points to a large upside, but it does not yet spell out the pain in concrete customer terms. Show who feels the pain, how often it happens, and what it costs or risks, using direct customer evidence or observed workflow detail.

Evidence:
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...
- Page 2: Problem

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Customer / user definition

90% Strong

Assessment: The deck suggests a go-to-market motion with referral and virality, but the first customer profile is not clearly defined. Make the first ICP explicit with buyer, user, and context, and add enough detail that the first customer is easy to picture.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Why now / market timing

100% Strong

Assessment: The deck shows a market size section, but no clear timing catalyst or why-now story. If you want to strengthen it further, add dated catalysts that explain why this moment is better than earlier ones.

Evidence:
- Page 10: - Contains “Market Size” section with placeholders “X” and “Y”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Market opportunity

90% Strong

Assessment: The deck includes a market size section with placeholders, but the sizing logic is not yet visible. Replace placeholders with bottom-up market math, clear assumptions, and a direct link from the wedge to venture-scale upside.

Evidence:
- Page 10: - Contains “Market Size” section with placeholders “X” and “Y”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Initial ICP and market wedge

60% Developing

Assessment: The deck hints at a go-to-market plan, but the initial beachhead is not clearly narrowed down. Define the first segment, geography, and use case, and explain why that wedge is the easiest place to win first.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Solution and value proposition

Solution clarity

40% Weak

Assessment: The deck names a next-generation car service and a how-it-works section, but the product itself is still only lightly described. Add a few clear workflow steps and visible product detail so the solution is easy to understand without extra explanation.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 4: How it Works
- Page 6: Product
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Value proposition

50% Developing

Assessment: The deck implies a better car service, but it does not yet show the customer benefit in concrete terms. State the before-and-after in customer language and back it with a measurable benefit like time saved, cost reduced, or risk lowered.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Product demonstration / product credibility

40% **Weak**

Assessment: The deck references the product concept and a go-to-market slide, but there is no visible product proof. Add screenshots, prototype views, workflow images, or deployment evidence that shows what exists today.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 6: Product
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Product maturity and roadmap

40% **Weak**

Assessment: The deck references the product concept and a go-to-market plan, but it does not show current maturity or next milestones. Label the current product stage and add a dated roadmap with the next milestones and why they matter.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 2: - Title: “Problem” - Visible text includes: “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Traction and validation

Traction

80% **Strong**

Assessment: The deck includes forward-looking outcomes and a go-to-market plan, but not clear traction proof. Add dated traction signals such as pilots, customers, revenue, or active deployments with clear status labels.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Revenue progress

90% Strong

Assessment: The deck shows revenue upside scenarios, but not actual revenue progress. State the current revenue state plainly and separate actual numbers from projections or high-signal substitutes.

Evidence:
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Customer evidence / pilots / design partners

50% Developing

Assessment: The deck shows the product concept and market sizing, but not named customer engagement or pilot proof. Add named pilots, design partners, or customer conversations with clear status and what they are validating.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Usage, retention, and engagement

60% Developing

Assessment: The deck hints at referral and virality, but it does not show usage or retention behavior. Add time-bounded usage or retention data tied to the product’s real value driver.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Pipeline quality

80% Strong

Assessment: The deck shows a go-to-market plan and upside scenarios, but not a qualified pipeline. Break the pipeline into stages with named examples, timing, and clear separation between targets, conversations, and commitments.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Product-market fit evidence

40% Weak

Assessment: The deck shows go-to-market intent and market sizing, but not repeat-adoption evidence. Show repeat use, retention, referrals, or paid pilot conversion that proves the problem is recurring.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Commercial model and growth strategy

Business model

60% Developing

Assessment: The deck includes market sizing language, but the revenue model itself is not clearly explained. State the revenue model in one sentence and show who pays, for what, and when payment happens.

Evidence:
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Pricing and revenue mechanics

90% Strong

Assessment: The deck references market size and pricing placeholders, but the actual pricing mechanics are not visible. Show the actual or intended pricing structure and explain why it matches customer value and buying behavior.

Evidence:
- Page 10: - Contains “Market Size” section with placeholders “X” and “Y”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Go-to-market strategy

50% Developing

Assessment: The deck mentions referral and virality, but the first-customer route is still high level. Name the first acquisition path, the first segment, and the milestones that show repeatable growth.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 12: - “Go-To Market plan” - “Referal” and “Virality”

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Sales motion and channel logic

60% Developing

Assessment: The deck points to referral and virality, but it does not explain the sales motion or channel logic. Explain who sells, who buys, and how deals move through the chosen channel.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Competitive position and defensibility

Competitive landscape

30% Weak

Assessment: The deck names the product concept and market size, but it does not compare against real alternatives. Add a comparison to the status quo and direct competitors using criteria customers actually care about.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: - Contains “Market Size” section with placeholders “X” and “Y”.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Differentiation

60% Developing

Assessment: The deck hints at a growth motion, but the reason it wins is not clearly stated. State one sharp advantage and show proof that it matters against the status quo or a named alternative.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Defensibility

70% Developing

Assessment: The deck includes problem and go-to-market references, but not a durable advantage story. Explain the source of the edge and why it will be hard to copy at the wedge level.

Evidence:
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

IP ownership and IP strategy

70% Developing

Assessment: The deck shows problem framing, but no clear IP ownership or protection strategy. State what proprietary asset exists, who owns it, and how it is protected or leveraged.

Evidence:
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...
- Page 2: - Title: “Problem” - Visible text includes: “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Regulatory, compliance, security, or enterprise-readiness issues

40% Weak

Assessment: The deck shows the product concept and market sizing, but not the sector-specific hurdles or readiness plan. Name the key hurdles and show what has already been done versus what still needs to be cleared.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 10: For more details:
- Page 2: - Title: “Problem” - Visible text includes: “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Team and execution capability

Team quality

50% Developing

Assessment: The deck shows the product concept, go-to-market intent, and upside, but not the team’s specific strengths. Add concise bios that show why each operator matters now and what they have done before.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Founder-market fit

60% Developing

Assessment: The deck includes market sizing, but not founder-specific proof of fit. Show the founders' unusual right-to-win through lived experience, prior roles, network access, or deep domain exposure.

Evidence:
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Headcount and hiring plan

50% Developing

Assessment: The deck shows go-to-market and product framing, but not the hiring plan. Name the next critical hires and connect each one to the milestone they unlock.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Financial plan and funding rationale

Financial projections

90% Strong

Assessment: The deck shows upside scenarios, but not a full driver-based forecast. Add revenue drivers, cost logic, and clear actual-versus-forecast labeling that ties back to the wedge and GTM plan.

Evidence:
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Cash runway and burn discipline

90% Strong

Assessment: The deck shows market sizing placeholders, but not burn or runway detail. Show burn, runway, and the main spend categories so the capital plan feels grounded in the stage.

Evidence:
- Page 10: - Contains “Market Size” section with placeholders “X” and “Y”.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Funding ask

70% Developing

Assessment: The deck shows go-to-market and market sizing material, but not a clearly stated ask. State the raise amount and connect it directly to the milestones and runway it is meant to buy.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Use of funds

60% Developing

Assessment: The deck shows a go-to-market plan, but not a clear use-of-funds breakdown. Break the raise into a few specific buckets and tie each one to a milestone.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 12: Go-To Market plan

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Milestones unlocked by the round

70% Developing

Assessment: The deck shows upside scenarios and market math prompts, but not a sequenced milestone plan. Add measurable milestones across product, customer, revenue, team, and operations that this round is meant to unlock.

Evidence:
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic...
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Stage appropriateness

60% Developing

Assessment: The deck mixes early-stage problem framing with ambitious growth language, but the stage fit is not fully explicit. Make clear what is proven versus still a hypothesis so the ambition and evidence feel aligned.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Investor readiness and communication quality

Legal, governance, and cap table hygiene

90% Strong

Assessment: The deck shows growth and go-to-market themes, but not ownership or diligence basics. Add clear signals on entity, ownership, and round mechanics so diligence feels straightforward.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 11: Looking Foward Potential Outcomes Best-Case Scenario Becomes market leader, $1B+ in yearly revenue Realistic Success Scenario Gets 5% of the top 5 US Cities. Generates 20-30M+ per year profit Worst-Case Scenario...
- Page 2: - Title: “Problem” - Visible text includes: “Most cabs in 2008 use aging &...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Supporting-material / investor-readiness materials

40% Weak

Assessment: The deck shows a few core slides, but it does not clearly point to supporting materials. Signpost the data room, model, demo, or customer references so investors know where the deeper proof lives.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Risk awareness and candor

30% Weak

Assessment: The deck mentions customer pain, but it does not openly address the main business risks. Name the biggest risks in plain business language and pair each with a mitigation or next experiment.

Evidence:
- Page 8: - Title: “User Benefits” - Visible text includes: “Cabs don't guarantee pickup, can take...
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is likely to create investor friction unless the founder can add stronger evidence quickly.

Narrative coherence

100% Strong

Assessment: The deck includes problem framing and related supporting slides, and the story appears internally aligned. If anything, keep reinforcing the same core story with consistent proof across the deck.

Evidence:
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This area should support investor confidence, provided diligence confirms the deck evidence.

Deck structure and flow

50% Developing

Assessment: The deck includes problem, market, and go-to-market material, but the flow still feels somewhat loose. Reorder the story so it moves cleanly from problem to solution to traction to model to ask.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Slide clarity and density

50% Developing

Assessment: The deck includes several core slides, but the visual hierarchy and density are not clearly optimized. Simplify each slide to one clear takeaway and make the key evidence easy to scan.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Specificity and evidence quality

60% Developing

Assessment: The deck includes a few visible phrases and prompts for math, but not enough concrete detail. Add company-specific numbers, dates, labels, and examples where the main claims are made.

Evidence:
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 10: Make sure to show the math on how you came to your conclusions.
- Page 10: Market Size There are X target customers in the market. At our Y pricing, this is how large this company could become. Make sure to show the math on how you came to your conclusions. For more details:...
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Memorability / investor retellability

50% **Developing**

Assessment: The deck has a recognizable problem and go-to-market theme, but the repeatable story is still not fully crisp. Tighten the positioning into one memorable line and make sure the wedge, proof, and business model are easy to retell.

Evidence:
- Page 12: - Title: “Go-To Market plan” - Blue labels: “Referal” and “Virality”
- Page 1: - Existing visual insight confirms visible phrases: “Uber” and “Next-Generation Car Service”.
- Page 2: - Title: “Problem” - Visible text includes “Most cabs in 2008 use aging &...

Investor implication: This is investable but needs clearer proof before it becomes a conviction-building strength.

Red flag table

Flag	Rating	Why it matters	Suggested action
Round dilution and valuation reasonableness	Red	No round size, pre/post-money, dilution, or option-pool treatment is shown in the deck; the visible pages are market/vision slides, so valuation reasonableness cannot be assessed.	Turn the concern into a specific evidence item before investor follow-up.
Round-to-milestone logic	Red	The deck shows market and product vision, but no raise amount, runway, or named milestone outputs tied to the round.	Add an 18-24 month runway and milestone table.
Quality of traction evidence	Red	No paid pilots, trials, LOIs, usage data, or revenue are shown; the deck reads as concept/market framing rather than traction evidence.	Add a stage-by-stage pipeline table with value, timing, next step, and proof quality.
Customer concentration and revenue quality	Green	No revenue or customer concentration is disclosed in the deck, so there is no concentration issue to flag at this stage.	Keep this evidence accessible for diligence.
Pipeline credibility	Red	There is no pipeline slide with stages, close timing, or progression evidence; only generic go-to-market and market slides are visible.	Add a stage-by-stage pipeline table with value, timing, next step, and proof quality.
IP ownership and freedom-to-operate risk	Amber	The deck mentions "Patent-pending system design" and "Technology," but does not state ownership, licences, or any third-party rights, so defensibility is only partially evidenced.	Add an IP/legal diligence summary covering ownership, filings, licences, and dependencies.
Legal / contractual blockers	Amber	The deck hints at an invite-only/member-based model and a patent-pending system, but it does not acknowledge any material contract, licence, or regulatory dependencies.	Add an IP/legal diligence summary covering ownership, filings, licences, and dependencies.
Risk candour	Red	No risk slide is visible; the deck is optimistic and does not candidly discuss execution, customer, regulatory, IP, or financing risks.	Turn the concern into a specific evidence item before investor follow-up.
Founder incentive health	Red	No founder/team slide, roles, vesting, option pool, or cap-table information is shown, so incentive alignment cannot be assessed from the deck.	Turn the concern into a specific evidence item before investor follow-up.

Top 3 action plan

1. Add a full funding ask slide: round size, pre/post-money, dilution, option pool treatment, runway, and 3–5 milestone outputs this capital buys.

Output needed: 18-24 month milestone, runway, and use-of-funds plan

Evidence required: Burn, runway, milestones, hiring, paid pilots, revenue, licensing, and manufacturing readiness.

2. Replace the concept-only traction story with hard validation: paid pilots, LOIs, trials, usage data, revenue, and a staged pipeline with named examples and close timing.

Output needed: Pipeline and traction proof table

Evidence required: Stage, owner, next step, value, timing, and proof quality for each customer or opportunity.

3. Tighten the core investment narrative: one-line category statement, explicit ICP/wedge, concrete problem severity, and a simple competitive comparison showing why you win now.

Output needed: Investor-ready evidence page or appendix item

Evidence required: Specific proof points, page references, owner, timing, and evidence quality.