

# FlexAI

January 31, 2024

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## Overall score

**F** (55th Percentile)

# Pitch Deck Basics

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## Score

**D** (67th Percentile)

## What we liked

- ✓ Good job keeping your pitch deck to 10-20 slides. This is enough slides to answer all common investor questions. Anything more than 20 slides is unusual and probably an indication that you need to consolidate or remove some of your slides.
- ✓ Good job including a logo on each slide in your pitch deck. Including your logo on every slide establishes a strong visual brand identity for your startup. A well-designed logo can be a conversation starter or icebreaker with investors for in-person presentations.
- ✓ Good job including slide numbers in your pitch deck. Including slide numbers is a small but important detail. Slide numbers make it easier for investors to follow along and go back to specific slides if needed.

## Our recommendations for improvement

- 🔖 Include the slides most investors expect to see in a pitch deck. These include: Cover, Investment Highlights, Team, Problem, Solution, Product, Competition, Business Model, Market, Traction, Growth Strategy, Product Roadmap, Financial Projections, Funding, Contact. There's no need to reinvent the wheel when it comes to pitch deck structure and flow. Your goal is to deliver your pitch as efficiently as possible with the greatest possible clarity and brevity. The traditional pitch deck structure listed here is a logical way to structure your pitch and will be familiar to any investor. Use it, and they'll not be skipping around your deck looking for information they're expecting sooner than you decide to provide it. Here's a [blog post](#) on this topic that you might find helpful.

- 🔖 Include labels for context and titles for key takeaways on every slide of your pitch deck. Including a label (e.g. Problem, Solution, Competition) establishes the context for the slide. Adding a concise title that conveys the key takeaway for the slide in a single sentence helps investors quickly grasp each element of your pitch. Apply this recommendation to communicate your investment with greater clarity and keep investors engaged. Remember, most investors will spend 2-3 minutes skimming your deck. Your job is to make sure they get all of your key pitch points in that first pass.
- 🔖 Add slide numbers to your pitch deck. Including slide footers makes it easier for investors to remember what the deck is for and how current the deck is.

# Cover Slide

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## Score

**C+** (79th Percentile)

## What we liked

- ✔ Good job including a Cover slide in your pitch deck. A good Cover slide helps investors understand your idea in 10 seconds or less. Investors must understand your idea before they can get excited about it. Need inspiration? Check out this [Cover slide example](#).
- ✔ Good job including a short sentence that explains what you do, who you help, and how you help — in simple language anyone can understand. Investors must understand your idea before they can get excited about it. Defining what you do (e.g. 'consumer app') helps investors quickly grasp what your product does. Identifying who you help (e.g. 'consumers'), helps investors understand your target customers and think about potential demand and market size. Explaining how you help (e.g. 'on-demand mobile auto details') helps investors understand your primary use case.

**PRO TIP:** Introduce your differentiation on this slide. In our example, Gleanr is the first consumer app for on-demand mobile auto details.

- ✔ Good job including your company name and logo on your Cover slide. Including your company name and logo helps to establish brand recognition and reinforces your company's identity in the minds of potential investors.

## Our recommendations for improvement

- 🔖 Include a product screenshot, design mockup, or other visual that helps investors understand what your product looks like and how it's used. A well-chosen screenshot, mockup, or visual conveys the essence of your product,

gives investors a clearer understanding of your product and primary use case. Including a product screenshot establishes credibility and demonstrates progress. It shows that you have moved beyond the idea stage to a tangible, functioning product. This builds confidence in your ability to execute.

**PRO TIP:** If you don't yet have a product, use design mockups in place of product screenshots.



Include your raise amount, funding stage, and date on your Cover slide. Including these details makes it easy for investors to confirm that you fit their investment thesis and funding criteria. For example, some investors might only write \$3-5M Series A checks in medical device startups. Others might only write \$200-900K Seed Round checks for enterprise SaaS startups. Including a current date on your Cover slide assures investors that they are reviewing the latest version of your pitch deck. Make sure you check and revise the date if necessary before you share your deck. You don't want investors to think your deck is old and stale. We recommend the 'QQ YYYY' format. E.g., Q4 2023.

**PRO TIP:** Do your homework. Only share your deck with investors that invest your desired raise amount (e.g. \$1-10M) in companies in your industry (e.g. EdTech) for your funding stage (e.g. Seed Round).

# Investment Highlights Slide

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## Score

**F** (Missing slide)

## Our recommendations for improvement



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# Team Slide

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## Score

**C+** (79th Percentile)

## What we liked



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### Our recommendations for improvement



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# Problem Slide

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## Score

**F** (52nd Percentile)

## What we liked

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✓ [Redacted text block]

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## Our recommendations for improvement



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# Solution Slide

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## Score

**F** (47th Percentile)

## What we liked



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# Product Slide

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## Score

**F** (57th Percentile)

## What we liked

✓ [Redacted text block]

✓ [Redacted text block]

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# Competition Slide

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## Score

**F** (62nd Percentile)

## What we liked

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✓ [Redacted text block]

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## Our recommendations for improvement



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# Business Model Slide

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## Score

**B-** (80th Percentile)

## What we liked

✓ [Redacted text block]

✓ [Redacted text block]

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✓ [Redacted text block]



## Our recommendations for improvement



[Redacted content]

# Market Opportunity Slide

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## Score

**C-** (73rd Percentile)

## What we liked

✓ [Redacted text block]

✓ [Redacted text block]

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✓ [Redacted text block]

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**Our recommendations for improvement**



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# Traction Slide

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## Score

**F** (50th Percentile)

## What we liked



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## Our recommendations for improvement



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# Growth Strategy Slide

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## Score

**F** (63rd Percentile)

## What we liked

✓ [Redacted text block]

✓ [Redacted text block]

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✓ [Redacted text block]

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**Our recommendations for improvement**



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# Product Roadmap Slide

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## Score

**C** (74th Percentile)

## What we liked

✓ [Redacted text block]

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## Our recommendations for improvement

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# Financials Slide

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## Score

**F** (63rd Percentile)

## What we liked

✓ [Redacted content]

[Redacted content]

✓ [Redacted content]

## Our recommendations for improvement



[Redacted text block]



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# Funding Slide

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## Score

**F** (63rd Percentile)

## What we liked

✓ [Redacted text block]

✓ [Redacted text block]

✓ [Redacted text block]

## Our recommendations for improvement



[Redacted text block 1]



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# Investment Highlights Recap Slide

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## Score

**F** (Missing slide)

## Our recommendations for improvement

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- [Redacted]
- [Redacted]
- [Redacted]
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- [Redacted]
- [Redacted]

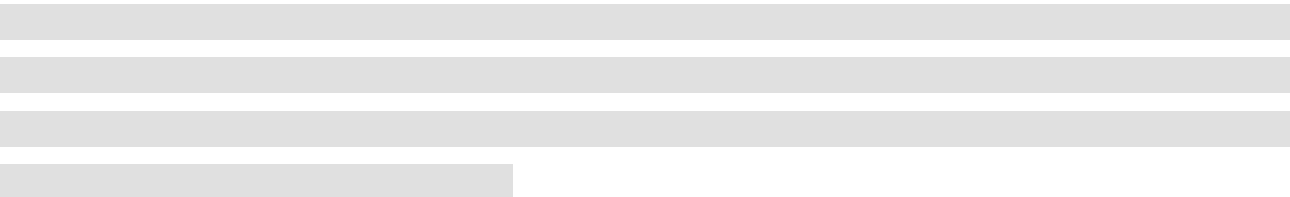
# Contact Slide

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## Score

**A+** (99th Percentile)

## What we liked

- ✓ 

# Appendix 1: Investment Comps

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## Score

**F** (Missing slide)

## Our recommendations for improvement



[Redacted content]

# Appendix 2: Customer Case Study

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## Score

**F** (Missing slide)

## Our recommendations for improvement



[Redacted content]

# Appendix 3: Customer Testimonials

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## Score

**F** (Missing slide)

## Our recommendations for improvement



[Redacted content]

# Appendix 4: Influencer Quotes

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## Score

**F** (Missing slide)

## Our recommendations for improvement



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