

Pitch Deck Evaluation Checklist

A 50-point checklist used by investors to evaluate startup pitch decks. Use this to audit your deck before sending to investors.

1. Problem & Solution

- Problem is clearly defined and backed by data or real evidence
- The pain point is significant and felt by a large number of people
- Solution directly addresses the stated problem
- Solution is explained simply — a 10-year-old could understand it
- Unique insight: why does this solution work now when it didn't before?

2. Market Size

- TAM (Total Addressable Market) is clearly stated with a credible source
- SAM (Serviceable Addressable Market) is defined realistically
- SOM (Serviceable Obtainable Market) is backed by bottom-up analysis
- Market sizing uses both top-down and bottom-up approaches
- Market growth rate is mentioned (CAGR or YoY)

3. Product

- Product screenshots or demo are included
- Key features are highlighted — not just a list of everything
- Product roadmap or vision is briefly mentioned
- Technology differentiation is explained if applicable
- Product-market fit signals are present (retention, NPS, engagement)

4. Business Model

- Revenue streams are clearly explained
- Pricing model is mentioned (subscription, transaction fee, etc.)
- Unit economics are included: CAC, LTV, Payback Period

- Path to profitability is outlined
- Revenue model is scalable without proportional cost increase

5. Traction

- Key metrics are shown (MRR, ARR, users, GMV depending on stage)
- Growth rate is highlighted (MoM or YoY)
- Notable customers or partners are mentioned
- Retention / churn data is included if available
- Milestones achieved since founding are listed

6. Competition

- Competitive landscape is acknowledged honestly
- Comparison matrix or positioning map is included
- Unfair advantages or moats are clearly articulated
- Direct and indirect competitors are both addressed
- "Why can't Google/Amazon build this?" is implicitly answered

7. Go-To-Market Strategy

- Primary customer acquisition channels are identified
- GTM strategy is specific, not generic ("social media + SEO")
- CAC by channel is estimated or shown from early data
- Partnerships or distribution advantages are mentioned
- Sales cycle or customer journey is explained

8. Team

- Founders are introduced with relevant background
- Domain expertise or unfair advantage is clear
- Key hires or advisors are mentioned
- Team has executed something difficult before
- Why this team? Why now? is answered

9. Financials

- 3-year financial projections are included
- Revenue assumptions are clearly explained
- Key cost drivers are identified
- Burn rate and runway are mentioned
- Projections are ambitious but believable

10. The Ask

- Funding amount is clearly stated
- Use of funds is broken down (% , not just categories)
- What milestones will this round achieve?
- Valuation rationale is provided or implied
- Previous funding rounds are mentioned if applicable

Scoring Guide

Score	Assessment	Recommendation
45-50	Investor-ready	Send to investors immediately
35-44	Strong deck	Minor improvements needed
25-34	Needs work	Significant revisions required
Below 25	Not ready	Rethink core sections