



SCOUT. CONNECT. ELEVATE.

Discovering exceptional startups.
Connecting them to the right opportunities.

STARTUP SCOUT • CONNECTOR • OPPORTUNITY MAKER

SCOUTING THE FUTURE. BUILDING TOMORROW.

- 
FINDING INNOVATORS
Identifying high-potential startups and founders.
- 
BUILDING CONNECTIONS
Linking startups with investors, mentors, and partners.
- 
CREATING IMPACT
Fueling growth and driving long-term success.



YOUNG. DRIVEN.
FOCUSED ON IMPACT.



PASSIONATE ABOUT
PEOPLE. PURPOSE. POSSIBILITIES.



HELPING GREAT IDEAS
REACH NEW HEIGHTS.

Let's connect and build the future together.

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PITCHCORD FOUNDER SCHOOL

90-SECOND PITCH WORKBOOK

Build the story before you enter the room.

A fill-in founder workbook for PitchCord Friday sessions, scout review and live panel preparation.



TANAKA GAADZIKWA

LvlUp Startup Scout

Founder discovery • community connection • startup scouting

Do not write the perfect pitch. Build the clearest one.

Complete each section in plain language. Use numbers when you have them. If you cannot answer a section clearly, that is the part of the company story to work on before Friday.

- ☐ Write for a smart person who does not know your industry.
- ☐ Keep claims specific and support them with evidence.
- ☐ Practice out loud, not only in your head.
- ☐ Use this workbook before completing Founder Intake.

1. ONE-SENTENCE COMPANY DESCRIPTION

What do you do?

Use this formula: We help [customer] solve [problem] by [solution/outcome].

Write your one-sentence company description.

2. CUSTOMER

Who exactly is this for?

Describe the primary user or buyer. Be specific about role, company type, industry, geography or behavior.

Who actually pays?

3. PROBLEM

What is painful enough to matter?

What is the problem?

How does the customer deal with it today?

What does the problem cost in money, time, risk, lost revenue or frustration?

Why does this need to be solved now?

4. SOLUTION

What are you building?

Describe the product or service in plain language.

What is the customer's before-and-after experience?

Why is your approach meaningfully better than the current alternative?

5. PROOF AND TRACTION

What evidence says this is real?

Early-stage proof does not have to mean millions in revenue. Use the strongest signal you have.

- ☐ Revenue
- ☐ Paying customers
- ☐ Active users
- ☐ Pilots
- ☐ LOIs
- ☐ Waitlist
- ☐ Partnerships
- ☐ Customer interviews
- ☐ Retention
- ☐ Product milestones
- ☐ Growth rate
- ☐ Repeat usage

List your strongest traction or validation. Use numbers where possible.

What changed in the last 30-90 days?

6. MARKET

How big can this become?

Who are the first customers you can realistically win?

How many of those buyers exist, and what can one customer be worth?

7. BUSINESS MODEL

How does the company make money?

What do customers pay for?

What is the pricing or expected pricing?

How do you reach customers and close them?

8. TEAM

Why this team?

Focus on capabilities that matter to this company: industry access, technical depth, distribution, prior execution, customer relationships or unique insight.

Founder/team names and roles.

Why are you unusually well positioned to solve this problem?

9. THE ASK

What do you need from the room?

A pitch without an ask creates interest but no next action. Choose what actually moves the company forward.

- ☐ Investment
- ☐ Pilot customer
- ☐ Customer introductions
- ☐ Investor introductions
- ☐ Mentor
- ☐ Advisor
- ☐ Strategic partnership
- ☐ Hiring introductions
- ☐ Product feedback
- ☐ Market feedback

My primary ask is:

If raising capital: amount, current round/stage, and what the money will accomplish.

The best next step after this pitch is:

Put the pieces together.

[illegible]

11. REHEARSAL

Practice until it sounds like you, not a script.

- ☐ Under 90 seconds.
- ☐ Problem appears in the first 20 seconds.
- ☐ Customer is specific.
- ☐ Solution is understandable without jargon.
- ☐ At least one proof point is included.
- ☐ Market/business model is believable.
- ☐ Team credibility is concise.
- ☐ Ask is explicit.
- ☐ I can answer follow-up questions without reading.

What part of the pitch still feels weak or unclear?

12. SCOUT / MENTOR FEEDBACK

Use feedback to improve the company story.

Strongest part of the pitch:

Needs work:

Questions I need to answer:

My next action before Friday:

READY FOR THE ROOM?

Founder School → Pitch Prep → Founder Intake → Friday 7-9 PM