



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

FRIDAY PITCH DAY GUIDE

Know the flow before you enter the room.

A practical founder guide for PitchCord's Friday 7:00-9:00 PM live Discord pitch session.



TANAKA GAADZIKWA

LvlUp Startup Scout

Founder discovery • community connection • startup scouting

1. BEFORE FRIDAY

Show up prepared, not perfect.

PitchCord works best when founders arrive with the basic company story already organized. The live room is for communication, questions, feedback and connection, not for figuring out the company from scratch.

- ☐ Founder Intake is complete.
- ☐ 90-second pitch has been practiced out loud.
- ☐ Pitch deck is final enough to share and has a PDF backup.
- ☐ Traction and financial numbers are current.
- ☐ Your one-sentence company description is clear.
- ☐ Your ask is specific.
- ☐ Discord display name clearly identifies you and your company.
- ☐ Camera, microphone and internet connection are tested.
- ☐ You have joined the PitchCord Discord before the session begins.

2. WHAT TO HAVE OPEN

Keep the room friction-free.

Before the session starts, have these ready on your computer:

- Your pitch deck in a shareable window.
- A PDF copy of the deck as backup.
- Your company website or demo link.
- Any single traction chart, screenshot or proof item you may need.
- A notes window for panel questions and follow-up actions.
- Your calendar or contact information for next-step scheduling.

3. ROOM ETIQUETTE

Make it easy for everyone to participate.

Mute when you are not speaking. Keep the room clean and reduce background noise.

Be ready when your name is called. Do not make the room wait while you find your deck.

Answer the question asked. Direct answers create better feedback and better follow-up.

Respect the clock. Concise founders give the panel more time to engage.

Take notes. The useful part often comes after the prepared pitch.

4. FRIDAY SESSION FLOW

The 7:00-9:00 PM room.

The exact number of founders may change from week to week, but the structure stays simple and predictable.

7:00	Room opens / check-in Founders, judges, mentors and community members join. Audio, camera and deck checks happen here.
7:05	Welcome + format Quick introduction to PitchCord, the room rules, timing and panel expectations.
7:10	Founder pitches begin Each founder delivers the prepared live pitch, followed by focused panel questions and feedback.
LIVE	Panel Q&A / feedback Judges focus on clarity, proof, market, team, traction, risk and the founder's specific ask.
ROLLING	Connections + next steps Useful intros, mentor connections, pilot opportunities and follow-up requests are identified as the room progresses.
9:00	Close + community follow-up Session closes with next actions, Discord follow-up and preparation for the following Friday.

5. YOUR PITCH WINDOW

Use the first 90 seconds well.

Time	Focus	Job
0:00-0:20	Problem + customer	Who has the problem and why does it matter?
0:20-0:45	Solution	What are you building and how does it solve the problem?
0:45-1:05	Proof + market	What evidence says this can work and grow?
1:05-1:20	Team	Why are you positioned to execute?
1:20-1:30	Ask	What exactly do you need next?

6. HANDLING PANEL QUESTIONS

Direct questions are useful signal.

A hard question is not a rejection. It usually means the panel is testing an assumption, trying to understand risk, or deciding whether the company deserves a deeper conversation.

If you know the answer: Answer directly, then give the shortest useful supporting detail.

If you do not know: Say what you know, what you do not know, and how you would validate it.

If the question is based on a wrong assumption: Correct the assumption calmly and give the evidence.

If two judges disagree: Do not pick a side in the room. Capture both views and decide what to test after the session.

If feedback feels harsh: Extract the useful signal. You are not required to agree with every opinion.

7. WHAT JUDGES ARE LISTENING FOR

The deck matters less than the signal.

- ✓ Can the company be explained clearly?
- ✓ Is the problem real and important?
- ✓ Does the founder understand the customer?
- ✓ Is there evidence appropriate for the company's stage?
- ✓ Is there a believable business model and market?
- ✓ Does the team have a reason to win?
- ✓ Does the founder answer questions directly and improve with feedback?
- ✓ Is the ask specific enough to create a next action?

8. WHAT NOT TO DO

Avoid these room-killers.

- ✗ Run five minutes over because the story was not practiced.
- ✗ Read every word on the slides.
- ✗ Argue with every question.
- ✗ Hide weak traction behind jargon.
- ✗ Say the company has no competitors.
- ✗ Give an unclear ask.
- ✗ Disappear after your pitch instead of participating in the community.

9. AFTER YOUR PITCH

The follow-up is part of the pitch.

A useful Friday session should produce specific actions. Capture them while they are fresh.

When	Action
Within 15 minutes	Write down the three strongest questions, the strongest positive signal, and the biggest concern.
Within 24 hours	Send or complete requested follow-up: deck, data, demo, intro details, pilot information or scheduling.
Within 48 hours	Update your pitch and materials based on repeated feedback, not every individual opinion.
Within 7 days	Show progress on at least one important next action and keep useful community connections alive.

10. FOUNDER FOLLOW-UP NOTES

Leave the room with a next move.

Strongest feedback

Biggest question

Best introduction

My next action

PITCH. LISTEN. CONNECT. FOLLOW THROUGH.

PitchCord Friday Live Room | 7:00-9:00 PM | Discord