



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
 Fuelling 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

PANEL JUDGE SCORECARD

A consistent way to evaluate the pitch, not the polish.



TANAKA GAADZIKWA
LvlUp Startup Scout
 Founder discovery • community connection • startup scouting

Judge the company on the signal in the room.

Company: _____

Founder: _____

Judge: _____

Date: _____

Scoring: 1 weak / unclear 2 below expectations 3 credible 4 strong 5 exceptional

Criterion	Quick lens	1	2	3	4	5	Notes
Problem clarity	Specific, important and easy to understand.	☐	☐	☐	☐	☐	
Customer clarity	Clear user, buyer and target customer.	☐	☐	☐	☐	☐	
Solution	Relevant, understandable and meaningfully better.	☐	☐	☐	☐	☐	
Market opportunity	Believable market and realistic customer path.	☐	☐	☐	☐	☐	
Traction / evidence	Stage-appropriate proof, momentum or validation.	☐	☐	☐	☐	☐	
Business model	Clear path to revenue and who pays.	☐	☐	☐	☐	☐	
Team	Relevant capability, insight, access and execution.	☐	☐	☐	☐	☐	
Defensibility / advantage	Credible reason the company can win or become hard to replace.	☐	☐	☐	☐	☐	
Pitch clarity	Concise, direct communication without unnecessary jargon.	☐	☐	☐	☐	☐	
The ask	Specific next step and why it matters.	☐	☐	☐	☐	☐	

TOTAL	OUT OF	OVERALL SIGNAL	FOLLOW-UP
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50

☐ Weak ☐ Mixed ☐ Strong ☐ No ☐ Maybe ☐ Yes

JUDGE NOTES

Turn the score into useful founder feedback.

Strongest signal

What made the company most compelling?

Biggest concern

What could prevent this company from succeeding?

Question still unanswered

What do you still need to know?

Best next step

What should the founder do after this session?

RECOMMENDED OUTCOME

What should happen next?

- ☐ Invite to deeper scout conversation
- ☐ Request updated deck or data
- ☐ Introduce to mentor or operator
- ☐ Introduce to potential pilot/customer
- ☐ Consider investor introduction
- ☐ Return after milestone progress
- ☐ Not a fit right now

PANEL GUIDANCE

Score the company, not the founder's design budget.

Look for: clarity, evidence, momentum, market understanding, execution strength and coachability.

Do not over-reward: expensive decks, polished jargon, charisma without proof, or giant market claims without customer logic.

Do not over-penalize: early-stage companies for being early. Judge whether the evidence is appropriate for the company's stage.

PITCHCORD PANEL STANDARD

Clear signal • useful feedback • specific next action