



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.

Tanaka Gaadzikwa
linkedin.com/in/tanaka-gaadzikwa-a7bb1335b

PITCHCORD FOUNDER SCHOOL

SCOUT READINESS CHECKLIST

Are you ready to put the company in the room?

Use this one-page readiness review before Founder Intake and the Friday PitchCord session.



TANAKA GAADZIKWA

LvlUp Startup Scout

Founder discovery • community connection • startup scouting

A scout should not have to guess what your company is.

You do not need to have everything solved. You do need to make the important information visible. Check each item you can answer clearly today.

Ready	Signal	What we need
☐	One-line company	I can explain what we do, for whom, and the outcome in one sentence.
☐	Problem	I can explain the specific pain, who experiences it, and why it matters.
☐	Customer	I know who uses the product and who actually pays.
☐	Solution	I can explain the product in plain language without hiding behind jargon.
☐	Traction / proof	I can show at least one real signal: users, revenue, pilots, LOIs, growth, interviews, partnerships, or product progress.
☐	Market	I can explain who the first realistic buyers are and why the opportunity can grow.
☐	Business model	I can explain how the company makes money or how I expect it to make money.
☐	Team	I can explain why this team has relevant capability, access, insight, or execution ability.
☐	Competition	I know what customers use instead and why our approach can win.
☐	The ask	I can say exactly what I need next: capital, pilot, intros, mentor, partner, advisor, or feedback.

PITCH READINESS

Can you deliver it cleanly?

- ☐ My live pitch is 90 seconds or less.
- ☐ The problem appears in the first 20 seconds.
- ☐ I include at least one real proof point.
- ☐ I do not say everyone is my customer.
- ☐ I can explain the business without reading the deck.
- ☐ My ask is explicit and specific.
- ☐ My traction numbers are current.
- ☐ I can answer direct follow-up questions concisely.

Keep working before intake.

Close. Tighten weak sections.

Strong scout-readiness signal.

Content + delivery are ready.

SCOUT LENS

What a strong submission signals.

Clarity gets attention. Evidence builds confidence. Momentum creates interest. Coachability makes people want to keep helping.

A scout is not looking for a perfect company. The goal is to identify a company that is understandable, moving, credible enough for its stage, and worth a deeper conversation.

READY FOR THE NEXT STEP?

Founder School → 90-Second Workbook → Founder Intake → Friday 7-9 PM