



# 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

# SCOUT REVIEW SHEET

**Capture the signal. Decide the next move.**

An internal review worksheet for founder discovery, PitchCord follow-up and scout pipeline decisions.



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

# Fast context before the deeper review.

Company: \_\_\_\_\_

Founder: \_\_\_\_\_

Website: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

Discord: \_\_\_\_\_

Date reviewed: \_\_\_\_\_

| STAGE                                                                                          | INDUSTRY | CURRENT ASK                                                                                                                    |
|------------------------------------------------------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Pre-seed <input type="checkbox"/> Seed <input type="checkbox"/> Other | _____    | <input type="checkbox"/> Capital <input type="checkbox"/> Pilot <input type="checkbox"/> Intros <input type="checkbox"/> Other |

## SCOUT SIGNAL

## What is visible right now?

| Signal                | Scout lens                                                                                          | Weak                     | Mixed                    | Strong                   |
|-----------------------|-----------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|
| <b>Problem</b>        | Clear pain, specific customer and believable urgency.                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Solution</b>       | Understandable product with a credible reason to exist.                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Traction</b>       | Stage-appropriate evidence: users, revenue, pilots, LOIs, growth, partnerships or product progress. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Market</b>         | Specific buyer and a believable path to a meaningful opportunity.                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Business model</b> | Reasonable explanation of who pays and how revenue can scale.                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Team</b>           | Relevant capability, industry access, technical depth, distribution or prior execution.             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Advantage</b>      | Reason this company can win, differentiate or become difficult to replace.                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Momentum</b>       | Evidence that the company is moving now, not only planning.                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Coachability</b>   | Founder listens, answers directly and improves with feedback.                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Ask</b>            | Specific next step that can actually be acted on.                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## SCOUT NOTES

# What matters enough to follow up?

### Strongest signal

What makes this company worth another look?

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### Biggest concern

What could break the opportunity or prevent progress?

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### Missing evidence

What information would materially increase confidence?

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### Founder quality

How did the founder handle questions, uncertainty and feedback?

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## RECOMMENDED NEXT STEP

# Route the company intentionally.

- ☐ Advance to deeper scout conversation
- ☐ Invite back after specific milestone
- ☐ Request updated deck / metrics
- ☐ Mentor or operator introduction
- ☐ Potential pilot / customer introduction
- ☐ Potential investor introduction
- ☐ Technical / product review
- ☐ Market / GTM review
- ☐ Hold for later follow-up
- ☐ Not a fit right now

**Target follow-up date:** \_\_\_\_\_

**Owner:** \_\_\_\_\_

### Scout follow-up note

What should be said or requested in the next message?

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# Record the pipeline decision.

Use the final classification to make ownership and follow-up unmistakable.

| OVERALL SIGNAL                                                                               | URGENCY                                                                                 | FIT                                                                                     | NEXT STEP |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------|
| <input type="checkbox"/> Weak <input type="checkbox"/> Mixed <input type="checkbox"/> Strong | <input type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High | <input type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High | <hr/>     |
| <b>Decision rationale</b>                                                                    |                                                                                         |                                                                                         |           |
| <p>Why this routing decision is appropriate, and what would change it.</p> <hr/> <hr/> <hr/> |                                                                                         |                                                                                         |           |

## SCOUT FOR SIGNAL, NOT THEATER.

Clarity • Evidence • Momentum • Coachability • Next Action