

# **Pitch Deck Review**

**Elegance & Locks**

Hi, Lisa

We have reviewed your pitch deck which you circulated to us, unfortunately we will not be proceeding to the next stage 'Live Pitching' as part of your funding raising with us. You scored 21/150 on our evaluation score card, to proceed to the next stage your startup needs to score at least 100/150. We have highlighted key areas you need to address in your pitch deck, and we will give you a few months to address the highlighted issues, meanwhile feel free to continuously engage us through your monthly snapshot of investor updates by emailing us [ceo@africaain.com](mailto:ceo@africaain.com) - we have attached an investor updates snapshot template you can freely use for your monthly updates.

As you fine tune your startup, guided by our pitch deck review you can make use of our Funding Tracker on [www.africaain.com](http://www.africaain.com) to learn from other startups who have raised funding from various investors across the globe and importantly you can also navigate the investors who are investing within your sector, region and stage through the Funding Tracker. Feel free to include the relevant investors in your monthly investor updates as this will significantly improve your chances of raising the required funding.

We wish you the best in building your startup to help create value for the continent and we hope to continuously connect through your monthly investor updates as you build your startup. Surely, we will find some positive synergies in the future, happy building.

Regards

I am AfricaAIN

*Prepared By*  
**Africa Angel Investors Network**

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Pitch Deck Review: Elegance & Locks			
Section	Review Comment	Score	Action Plans
<b>Design</b>	You need to follow a pitch deck design format, there is a lot of material online with examples of pitch decks.	1/10	Design a Pitch Deck
<b>Vision</b>	Quite a clear vision outlined but it is not bold enough to attract attention from startup investors.	2/10	To put a one bold statement on the cover page of a proper pitch deck template.
<b>Problem</b>	The problem was fairly articulated, but lacks supporting figures.	3/10	Need to quantify problem and provide supporting figures. Demonstrate how the problem is being solved currently
<b>Solution</b>	The proposed solution is not extraordinary because this is already happening in the marketplace. Your solution needs to be unique and give you a competitive advantage.	3/10	Highlight unique solutions.
<b>Product</b>	There was no evidence of product.	0/10	To develop a basic MVP
<b>Why Now</b>	There was no thorough evidence of why the opportunity should be seized now apart from the mere highlight on market size.	1/10	To create a slide specifically for Why Now including supporting figures and research.
<b>Market Size</b>	There was no SOM and SAM quantification.	0/10	Quantify SOM and SAM and back that up with practical research.
<b>Competition</b>	There was no highlight of the competitors in the market.	0/10	Draft a competitor map 'XY Graph'
<b>Go To Market</b>	The Go To Market was not stated and there are no social media handles beyond WhatsApp.	0/10	Outline your GTM in relation to how it will transition into a target market share for the SOM.
<b>Revenue Model</b>	The revenue model is too simplified, lacks demonstration of unit economics.	2/10	To provide a more detailed revenue model and financial projections.
<b>Traction</b>	There is no evidence of traction	0/10	To attach screenshots that showcase traction.
<b>Funds &amp; Pricing</b>	The ask terms were highlighted however there was an exclusion of how funds will be allocated i.e. how much will be used for marketing or inventory and hiring etc	3/10	To include a detailed funding breakdown.
<b>Road Map</b>	There is no clear roadmap	1/10	To create a slide of the 3 year roadmap that includes the milestones
<b>Team</b>	There is no outline of the team profiles apart from the founder's	2/10	To create a slide for team profiles
<b>Appendix</b>			
i. Market Size	No justification for the SOM and SOM	0/10	Attach justification for market size
ii. Financial	Financial are not detailed	3/10	Attach detailed financials