

# **Pitch Deck Review**

**Zerobytz**

Hi, Albert

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 46/150 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: Zerobytz			
Section	Review Comment	Score (46)	Action Plans
<b>Design</b>	The pitch has a visually appealing design and is concise however the format is difficult to follow.	5/10	To follow a layout for a pitch deck i.e there is a guide on our website.
<b>Vision</b>	We could not connect to your vision in the pitch deck	0/10	To put a one bold and striking statement on the cover page
<b>Problem</b>	Focus on one problem and we need to understand for example what how Sarah solves her current problems	3/10	Focus on one problem Highlight how the problem is currently being solved.
<b>Solution</b>	Focusing on one solution for one problem will make you become the best in class before expanding to have a superapp, given limited resources initially.	5/10	Zoom into one problem
<b>Product</b>	Visited the website but not yet working	0/10	Deploy your MVP
<b>Why Now</b>	Include trends such as internet penetration rates versus just including statics figures.	5/10	Add supporting trends and figures.
<b>Market Size</b>	No clear quantification of the SOM SAM and TAM which are crucial metrics to understand the scope and potential of the business opportunity	2/10	Quantify your SOM and back with facts.
<b>Competition</b>	There is no evidence of competitive edge against current competitors, we need to visualise how you/will stand against competition.	4/10	To draft a competitor map 'XY Graph'
<b>Go To Market</b>	The Go To Market was not stated. There is need to include a detailed GTM plan, explicitly outlining the customer acquisition approach and the associated costs.	0/10	To outline your GTM in relation to how it will transition into a target market share for the SOM.
<b>Revenue Model</b>	Clear revenue model which leverages the freemium model	6/10	
<b>Traction</b>	There is no traction	0/10	To provide supporting figures i.e backend screenshot of your waiting list etc.
<b>Funds &amp; Pricing</b>	The Ask is indicated however there is no valuation cap for SAFE or pricing i.e \$200k for 10%. No allocation for GTM which is critical to gain SOM share.	3/10	Provide terms for the ask i.e valuation cap or pricing. Reallocate your use of funds, factor GTM, Operations and Product
<b>Road Map</b>	The road map is very short, provide a road map for at least 3years which will be reflected on your financials as well.	4/10	Expand your Road Map and reflect it on your financials.
<b>Team</b>	The team possesses relevant experience and skills, this should reflect in the design and layout of the pitch deck.	8/10	
<b>Appendix</b>			
i. Market Size	No quantification of SOM SAM	0/5	Quantify SOM SAM
ii. Financial	The attached financials just for one year, we need to see at least 3years of financial projections, relating to your SOM share.	1/5	3 Year Financial Projections