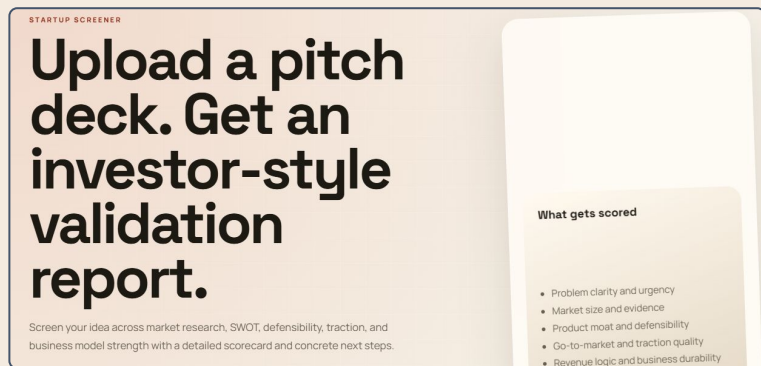


STARTUP SCREENER

Turn a pitch deck into an investor-style verdict.

A scorecard and concrete next steps, generated in under a minute.



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Howard University School of Business · Class of 2029

THE PROBLEM

Most pitch decks never get honest, structured feedback.

01 Founders fly blind.

First-time founders rarely get to see how an investor would actually read their deck before walking into the room.

02 Investors skim fast.

VCs spend an average of 3 minutes on a deck. Founders need to know what gets seen and what gets skipped.

03 Generic AI feedback misses the point.

ChatGPT will rewrite your slides. It won't tell you whether your business model holds up, or where your defensibility falls apart.

WHY THIS PROJECT

I wanted founders to get the feedback I needed myself.

What gap did I see?

Through the entrepreneurship program at Howard, I watched dozens of student founders pour months into pitch decks with no idea how investors would actually read them. The gap between "my friends like it" and "a VC would fund this" is huge — and invisible until it's too late.

Why build this?

AI can read a deck the way a venture analyst would: market, SWOT, defensibility, traction, business model. Same five lenses, same hard questions. It's not a replacement for an investor — it's a way to know what they'll ask before you walk in.

Why am I passionate?

I'm a management major with an entrepreneurship concentration. Most of the founders I'll work with for the rest of my career won't have a built-in network of advisors. They deserve a first read that's honest, fast, and free.

THE PROCESS

Step 1 — Upload a deck

Drop in a PDF, add any founder context the screen should know about, and the analyzer takes it from there.

ANALYZER

Turn a deck into a verdict

Upload a PDF pitch deck, then add any extra context you want the screen to consider.

Drop a PDF pitch deck here
or click to choose a file from your computer
[MF Company Pitch Presentation.pdf](#)

Startup name

Founder notes

SCREENING RESULT

MaisonFleurant

The concept may solve a real pain point, but the current case is not yet investable. The deck shows good quantitative support and little hard moat evidence, so the burden of proof remains high.

High-risk concept in its current form

65
Market

61
SWOT

43
Defensibility

65
Traction

68
Business model

61
Overall score

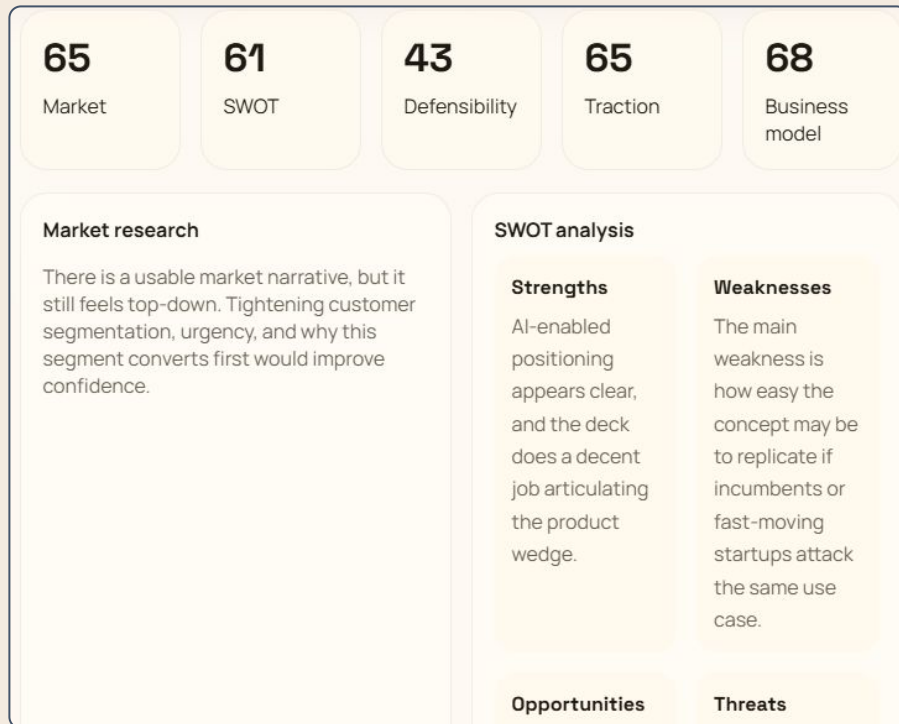
Startup Screener

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THE PROCESS

Step 2 — Five-lens scorecard

Market, SWOT, defensibility, traction, and business model — each scored 0 to 100 with a written diagnosis.



Step 3 — Concrete next steps

Specific recommendations for the next version of the deck — what to cut, what to prove, what to lead with.

Defensibility

Defensibility is the weakest part of the case right now. Without a clear data, network, integration, regulatory, or brand advantage, the business looks vulnerable to fast followers.

Traction

There are early signs of demand, but they need tighter framing. Prioritize one or two traction metrics that prove repeatability, retention, or willingness to pay.

Business model

The monetization path is visible, but the business model needs more detail on pricing logic, margins, and how sales efficiency improves over time.

Top recommendations

- Replace broad TAM language with one tight customer segment, a painful workflow, and evidence that the budget already exists.
- Lead with two traction metrics that demonstrate pull, such as paid pilots, revenue growth, retention, or conversion from pipeline to signed customer.
- Make the moat specific: show proprietary data, hard integrations, switching costs, regulatory

Built like a first-pass investor screen.

01

Extract

Reads the deck text in-browser, combines it with any founder notes, and identifies the startup's core claims.

02

Score

Each of the five categories gets a weighted score based on evidence, clarity, and how convincing the case actually appears.

03

Advise

The report flags what's compelling, what's fragile, and what would strengthen the deck before the next investor meeting.

Built with: Claude API for analysis · Netlify + React for the in-browser experience · PDF parsing client-side

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Get Access: <https://startup-screener-pearl.vercel.app/>

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