

Spacebook

January 1, 2100

Thank you again for participating in the Pitch program. Our group of experts who reviewed your materials have experience in investing, consulting, banking, and multiple industries. We have given your materials a numerical score across various categories and an overall score. While that score can give you an idea of where you stack up, we suggest focusing on the written feedback we've provided.

Materials Reviewed:

- ✓ Pitch Deck
- ✓ Financial Model

Criteria	Your Score	Percentile (N=120)
Overall	60	72th
Market	45	60 th
Solution	65	50 th
Economics	50	45 th
Pitch Deck	55	35 th
Financial Model	60	85 th

Scores are calculated out of 100 using the criteria listed below:

Market:

- Market size and potential market share
- Market timing and competition
- Regulatory barriers
- Market gap/severity of problem

Solution:

- Scalability of solution (venture backable)
- Uniqueness and traction to date
- Focus and clarity of product

Pitch Deck:

- Strength of storytelling, design, and data
- Presence of all key parts in a pitch deck

Financial Model:

- Clarity, structure, visual appeal, and reasonability of assumptions
- Presence of key statements, dashboard, and incorporation of assumptions

Economics:

- Gross margin and business model
- Profitability of company/Current revenue generation

Review

★ **First Impression:**

- Seems like an interesting idea in a market that is constantly growing
- Idea is strong, though need additional details to support the strategy and execution
- Investors are currently looking to invest in companies like this, but will need stronger data as to why Spacebook will be competitive in the market

🤝 **Team:**

Strengths:

- Solid team with great experience to run a startup.
- Highlight experience running past startups, as investors like to understand if founders have run startups prior.

Areas of Improvements:

- Gap in space experience - find another team member to satisfy the gap or onboard an advisor with additional space experience.
- Young team will be best served by a strong advisor board.



Market:

Score: 45 (60th Percentile)

Strengths:

- Current market is growing rapidly and will continue to grow for the indefinite future.
- Opportunity to be a strong first mover in the space, as there are not many competitors and no one has significant market share.
- Timing is opportune at this time as investors are looking for investments in the industry and customers are looking for a strong solution.

Areas of Improvements:

- Clearly outline what segment of the market you will try to capture first, having a plan for growth is important for investors to see. Picking the right initial target market will be important to gain strong traction. Conducting additional customer research will help inform your decision.
- Legal/regulatory barriers have to be considered with a clear plan on how to bypass these roadblocks.



Solution:

Score: 65 (50th Percentile)

Strengths:

- Solution clearly addresses the problem that you have laid out.
- Easy to scale to other markets since largely tech based and markets are similar across countries.
- Easy to bring to market since interface is built and proof of concept has been confirmed.
- Unique offering compared to current solutions in the market.

Areas of Improvements:

- Initial product will help capture market share, but will be important to continue to expand offerings to continue to grow.
- Include a more detailed road map on how you will continue to achieve success and execute on the vision of the company.



Pitch Deck:

Score: 55 (35th Percentile)

Strengths:

- Demo of product is very helpful to understand how users will engage and use product.
- Design is consistent, supports narrative, and is easy to read.

Areas of Improvements:

- Work on strengthening the story of the deck
- Add additional data to support points where possible. Add numbers to indicate what share of the market you plan to capture and how. Add numbers behind your revenue and how you generate.
- What have you accomplished so far? Make that clear to investors.
- Who are your direct/indirect competitors? Show how Spacebook has a competitive advantage.

See the Notion page for additional resources on how to put together a stellar pitch deck and tell a compelling story

<https://www.notion.so/paritinetwerk/Fundraising-c7e5c2bc0dbc4943ba68f223916b3916>



Financial Model:

Score: 60 (85th Percentile)

A model at this stage isn't the most critical aspect since a lot of the figures will be quite hypothetical. It is your chance to show how you think about the finances and therefore, it will impress investors if you have a clean, structured model with reasonable assumptions

Strengths:

- Clearly laid out with all important components including different scenarios.
- No errors within the model and very easy to read and understand.

Areas of Improvements:

- Add a separate assumption sheet that allows investors to change the assumptions and understand how that flows through the different financial statements.
- Add a dashboard upfront to give the investor an overview.



Economics:

Score: 50 (45th Percentile)

Strengths:

- Many opportunities for revenue through different streams.
- A clear and easy to understand business model helps reduce the risk in investors' eyes

Areas of Improvements:

- Margins are small and require significant scale in order to be profitable.

See the Notion page for additional resources on how to put together an early stage financial model and engage VCs

<https://www.notion.so/paritinetwork/Fundraising-c7e5c2bc0dbc4943ba68f223916b3916>