

Mission 3.1 - What to look for in startups?

Pitch Deck Evaluation

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Prospective Startups Pitch Decks



One Liner

GreenCharge is an innovative electric vehicle (EV) charging solutions provider that optimizes charging efficiency and integrates renewable energy sources, making EV charging more accessible and sustainable.

Market

- Market size: Global EV charging market is projected to grow at a CAGR of 31.2% from 2021 to 2028.
- Competition: Key players include Tesla, ChargePoint, and EVBox.
- Market trends: Increasing adoption of EVs, government incentives, and the integration of renewable energy sources.

Product and Problem

- Problem: Limited availability and slow adoption of sustainable EV charging infrastructure.
- Product: GreenCharge offers smart, efficient EV charging stations that integrate with renewable energy sources.
- Differentiation: Advanced charging optimization, compatibility with multiple EV models, and seamless integration with solar and other renewable energy systems.

Team

- Founders: Alice Green (former EV charging infrastructure consultant) and Bob Brown (renewable energy engineer).
- Relevant experience: Both founders possess a strong background in the EV and renewable energy industries and have experience in infrastructure development and energy optimization.

Metrics

- Customer traction: 200 charging stations installed with a 15% MoM growth rate.
- Revenue: \$100,000 ARR with a 30% MoM growth rate.

- Customer feedback: Positive reviews for ease of use, compatibility, and eco-friendliness.



One Liner

FoodBox is a subscription-based meal kit delivery service offering diverse, healthy, and delicious recipes with pre-portioned ingredients, catering to various dietary preferences and making cooking at home more convenient.

Market

- Market size: Global meal kit delivery market is anticipated to grow at a CAGR of 12.8% from 2021 to 2028.
- Competition: Key players include Blue Apron, HelloFresh, and Sun Basket.
- Market trends: Growing demand for healthy, convenient meal options and increasing consumer interest in meal planning and cooking.

Product and Problem

- Problem: Time-consuming meal planning and grocery shopping, combined with limited variety and dietary options.
- Product: FoodBox delivers pre-portioned meal kits with diverse recipes tailored to individual dietary preferences.
- Differentiation: Wide range of meal choices, focus on healthy ingredients, and options for various dietary restrictions (e.g., gluten-free, vegan).

Team

- Founders: Laura Cook (former chef and nutritionist) and Mike Baker (supply chain expert).
- Relevant experience: Both founders have a strong background in the food industry and have experience in nutrition, supply chain management, and customer satisfaction.

Metrics

- Customer traction: 10,000 active subscribers with a 25% MoM growth rate.
- Revenue: \$1.2 million ARR with a 20% MoM growth rate.
- Customer feedback: High satisfaction ratings for taste, variety, and convenience.



One Liner

HealthAI is a digital health platform leveraging artificial intelligence to provide personalized health assessments, early disease detection, and preventive care recommendations, empowering individuals to take control of their health.

Market

- Market size: Global digital health market is expected to grow at a CAGR of 28.5% from 2020 to 2027.
- Competition: Key players include Fitbit, Apple Health, and Google Fit.
- Market trends: Increasing focus on preventive care, AI advancements, and growing demand for personalized health solutions.

Product and Problem

- Problem: Difficulty in accessing personalized health information and early disease detection.
- Product: HealthAI offers AI-driven health assessments, early disease detection, and personalized recommendations for preventive care.
- Differentiation: Advanced AI algorithms, seamless integration with wearables, and actionable insights based on individual health data.

Team

- Founders: Dr. Sarah Johnson (former medical researcher with a focus on AI) and Tim Lee (software engineer with experience in healthtech).
- Relevant experience: Both founders have a strong background in the healthcare and technology industries and have experience in AI, data analysis, and digital health solutions.

Metrics

- Customer traction: 8,000 active users with a 30% MoM growth rate.
- Revenue: \$250,000 ARR with a 35% MoM growth rate.
- Customer feedback: High satisfaction scores for accuracy, ease of use, and the ability to make informed health decisions.



Pitch Deck Evaluation

GreenCharge

This startup looks promising but it would be better if it has a section explaining the business model to provide clarity on how exactly GreenCharge generates revenue. The space is also dominated by big players such as Tesla. What is their competitive edge over these companies?

FoodBox

The revenue and growth for this startup looks promising! At this point, it would be good to look at customer retention strategies to see how the business can have long-term sustainability.

HealthAI

This is a great marriage of technology and medicine. Did the company attempt to establish partnerships with local and national health departments or private hospitals? How can their product be used on a broader scale?

Final Recommendation

Among these four startups, FoodBox stands out as the best startup among the four based on its impressive revenue, and high customer satisfaction. The key players in the industry also have the least tenure compared to the other startups.

All of these pitch decks could benefit in defining what are the next milestones they want to achieve so my VC firm can evaluate how the investment will be used.