

# User Flow

## 1. Signup / Login

## 2. Form Filling: Enter all Pitch elements.

## 3. Optional Pitch Filling: text.

## 4. Click Analyze:

- NLP/AI generates feedback per element.
- Suggest improvements.
- Draft pitch generation.
- NER: extract (Market, Competitors, Industry) for scoring & recommendation.

## 5. Review / Edit: Founder can update form based on feedback.

## 6. Submit for Scoring:

- **ML + Data Science** : compute category scores: Market, Team, Competition, Financials, Traction/GTM.
- **Dashboard**: numeric + visual scores, actionable suggestions per element.

## 7. Download PDF:

After generating/improving pitch, users can download PDF version of pitch.

## 8. Optional Recommendation System (Demo):

- **Uses extracted entities** (Market, Competitors, Industry)
- **Returns top 3 investors** with compatibility %
- **For MVP**: investors in sample database, no real payments required yet.

## 9. Payment / Monetization (Future vision):

- **Startups** 2 free trials, then subscription / pay-per-use.
- **Ads space** for free users (optional)
- **Investors** could pay to be listed, or initially keep dataset startup-only