

# Assumptly - Product Requirements Document (PRD)

## Abstract

Assumptly is a web-based AI tool that analyzes early-stage pitch decks (PDF) to extract and stress-test strategic assumptions. It identifies fragile logic in market sizing, adoption expectations, defensibility, financial projections, and execution claims so founders can revise weak assumptions before pitching investors. Tagline: Because investors question everything.

## Business Objectives

- Reduce predictable investor objections.
- Improve clarity and defensibility of strategic claims.
- Drive strong founder iteration behavior.
- Establish a defensible AI reasoning wedge in founder tooling.

## KPIs

- $\geq 90\%$  upload a second deck version.
- Average  $\geq 15$  assumptions extracted per deck.
- $\geq 80\%$  revise at least one High Risk assumption.

## Success Criteria

- Founders revise at least one core strategic claim.
- High-risk assumptions decrease between version 1 and version 2 uploads.
- Founders report improved preparedness before investor meetings.

## User Journey (Happy Path)

1. Founder signs up.
2. Uploads pitch deck PDF.
3. System analyzes deck.
4. Assumptions extracted and categorized.
5. Risk levels assigned.
6. Founder reviews and revises assumptions.
7. Founder uploads revised deck.

## Core Functional Requirements

- Accept PDF upload only.
- Extract and segment slide text.
- Identify explicit and implied assumptions.
- Categorize assumptions (Market, Customer, Product, Competition, Financial, Execution).
- Assign risk levels (High / Medium / Low).
- Provide stress-test questions.
- Output structured assumption report.

## Model Requirements

- Proprietary LLM with  $\geq 100k$  token context.
- Structured JSON output enforcement.
- P50 latency  $\leq 15s$ , P95  $\leq 30s$ .
- No fine-tuning required for MVP.

## Testing & Measurement

Offline:

- Golden dataset of 20 decks.
- Precision/recall evaluation.
- $\geq 75\%$  risk classification accuracy.

Online:

- Track extraction count, revision rate, second upload rate.

## **Risks & Mitigations**

- Hallucinated assumptions → Constrain to deck text only.
- Harsh tone → Calibrated neutral phrasing.
- Low revision behavior → Highlight High Risk clearly.
- Token cost explosion → Slide batching and token limits.

## **Compliance & Privacy**

- Encrypt data at rest and in transit.
- Optional deletion policy.
- Clear disclaimer: Not investment advice.

## **GTM Plan**

Phase 1: Private alpha (10–20 founders).  
Phase 2: Invite-only beta with case studies.  
Phase 3: Public launch to founder communities.