SUMMER INTERNSHIP REPORT

ON

PitchPerfect — Startup Pitch Evaluation & Feedback System

Submitted to

DEPARTMENT

of

COMPUTER SCIENCE AND ENGINEERING

By

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Under the guidance

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2025-2026

DECLARATION

I hereby declare that the Project entitled “PitchPerfect — Startup Pitch Evaluation & Feedback System” submitted for the Summer Internship is my original work and the report has not formed the basis for the award of any degree, diploma, associateship or fellowship of similar other titles. It has not been submitted to any other University or Institution for the award of any degree or diploma.

Place: Hyderabad

Date: 03-12-2025 Gunti Sai Pranitha

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CERTIFICATE

This is to certify that the report entitled **PitchPerfect — Startup Pitch Evaluation & Feedback System** that is being submitted by **Ms. Gunti Sai Pranitha,** bearing **HTNO: 245322733148,** for Summer Internship to NGIT is a record of bonafide work carried out by her under my guidance and supervision.

The results embodied in this report have not been submitted to any other University or Institute for the award of any degree or diploma.

Mrs. K.J Archana
Assistant Professor

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ACKNOWLEDGEMENT

I / We are also thankful to our Faculty Supervisor **Mrs. K. J. Archana**, for her valuable guidance and encouragement given to us throughout the summer internship.

I / We are also thankful to **C. Pavan Kumar**, Project Manager, for supporting us from project selection till the submission to complete this project within the scheduled time.

I / We are also thankful to **Dr. P. Vaishali**, Head of the Department for providing us with time to make this summer internship a success within the given schedule.

I / We take this opportunity to thank all the people who have rendered their full support to our summer internship. We render our thanks to **Prof. R. Shyam Sundar**, Principal, who encouraged us to do the summer internship.

I / We would like to thank the entire CSE Department faculty, who helped us directly or indirectly in the completion of the project.

I / We sincerely thank our friends and family for their constant motivation during the project work.

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CHAPTER 1:

INTRODUCTION

1.1 Origin and Development of the Industry

The global startup ecosystem has witnessed an unprecedented boom over the last decade. With the democratization of technology and the rise of venture capital, entrepreneurship has shifted from a niche career path to a mainstream global economic driver. In India specifically, the "Startup India" initiative and the popularity of televised investment shows like *Shark Tank India* have demystified the fundraising process.

However, this growth has created a bottleneck: Evaluation. Venture Capitalists (VCs), Angel Investors, and Incubators are inundated with thousands of pitch decks. The traditional method of manual evaluation is slow, subjective, and prone to human bias. An investor might reject a brilliant idea simply because they are tired or unfamiliar with the specific niche.

Simultaneously, the Artificial Intelligence (AI) industry has matured significantly. With the advent of Large Language Models (LLMs) like GPT-4 and Llama-3, machines can now understand context, nuance, and business logic. This convergence of the booming Startup Industry and the Generative AI Industry has created a new origin point for "Automated Business Intelligence Tools."

1.2 Growth, Present Scenario, and Future

Present Scenario: Currently, founders rely on scattered feedback. They might ask friends (who are biased) or pay expensive consultants for pitch deck reviews. On the other side, hackathons and college incubators struggle to grade hundreds of student ideas fairly.

The Shift: We are moving towards "AI-Augmented Due Diligence." The industry is shifting from static forms to interactive, AI-driven consultants. Tools that can instantly analyze a business model, check for financial viability, and predict market risks are becoming essential.

Future Scope: The future of this industry lies in "Agentic AI"—systems that not only evaluate a pitch but actively help build it. Pitch-Perfect is positioned at the forefront of this wave, offering immediate,

high-level analysis that was previously accessible only to founders with strong networks.

1.3 Defining the Concept: Pitch-Perfect

Pitch-Perfect is a web-based platform designed to democratize access to high-quality business mentorship. It is not merely a form; it is an intelligent system that acts as a virtual Venture Capitalist.

The core concept revolves around three pillars:

1. **Persona-Based Analysis:** The system does not have a single personality. Users can choose between a "Mentor" (supportive, constructive feedback) and a "Roast" mode (ruthless, critical feedback mimicking tough investors like Ashneer Grover). This gamification ensures founders are prepared for both supportive and hostile boardrooms.
2. **Economic Moat Analysis:** Unlike standard tools that check for grammar, Pitch-Perfect analyzes the "Secret Sauce" or defensibility of a business. It uses Chain-of-Thought prompting to determine if a startup has a genuine competitive advantage (Network Effects, IP, Brand) or if it is easily copyable.
3. **The "Eras" Theme Engine:** Recognizing that user experience (UX) drives retention, the platform integrates a dynamic theming engine. Based on pop-culture aesthetics, the UI completely shifts color palettes (Green/Blue/Red/Pink) to match the user's mood, making the daunting task of business analysis feel engaging and modern.

1.4 Objectives of the Project

The primary goal was to build a full-stack application that bridges the gap between subjective human judging and objective data analysis.

Specific Objectives:

1. **Full-Stack Development:** To design and deploy a robust application using the MERN Stack (MongoDB, Express.js, React.js, Node.js).
2. **AI Integration:** To implement the Groq SDK utilizing the Llama-3-70b model to generate detailed Investment Memos, Financial Projections (TAM/SAM/SOM), and Unit Economics analysis with low latency.

3. **Secure Persistence:** To create a "Vault" system where users can securely save, retrieve, filter, and delete their pitch history, authenticated via Clerk.
4. **Dynamic UI/UX:** To implement a high-fidelity frontend using Tailwind CSS and Framer Motion, featuring a "Luxe" aesthetic that differentiates the product from corporate tools.
5. **Deployment:** To successfully host the monorepo architecture on Render, ensuring the application is accessible publicly.

CHAPTER 2:

COMPANY PROFILE

2.1 Origin

TeleParadigm Networks Ltd. was incorporated on 13 July 2000 in Hyderabad, Telangana. The company was founded by Mr. Neil Gogte, a veteran with extensive experience in the telecom software industry. Before establishing TeleParadigm, he headed the Indian subsidiary of Leapstone Systems, a well-known telecom software company.

TeleParadigm's foundation is strongly supported by its unique educational ecosystem. Mr. Neil Gogte also manages:

1. Four engineering colleges
2. Two finishing schools
3. An e-learning venture

This educational foundation gives TeleParadigm access to a highly skilled and well-trained pool of engineering talent, significantly strengthening its technical capabilities and growth potential. The synergy between academia and industry allows the company to stay ahead of technological curves while maintaining a steady pipeline of talent.

2.2 Growth and Present Strategy

Over the years, TeleParadigm has grown from being a small IT services firm to a globally delivering software and consulting company. Their present strategy rests on three core pillars:

1. **Domain Expertise:** They specialize in telecom software (especially network management), healthcare enterprise application integration, Web 2.0 applications, mobile app development (iPhone, Android, etc.), and e-learning systems.
2. **Technical Capability:** They maintain strong technical expertise across a wide stack, including Java/J2EE, .NET, PHP, WebServices, mobile APIs, and cloud APIs.
3. **Talent / HR Advantage:** TeleParadigm leverages its finishing schools and engineering colleges to hire well-prepared graduates. This gives them high-quality, scalable engineers and allows them

4. to offer a BOT model (Build-Operate-Transfer) to clients, where TeleParadigm runs a team for a client and eventually transfers control.

Their "BOT Advantage" is a key differentiator: many clients allow TeleParadigm to build up the workforce, operate it, and then transfer the team or operations to the client as their own subsidiary. TeleParadigm also emphasizes low attrition by providing continual training, project exposure, and a clear growth path, thanks to its academic ecosystem.

2.3 Products & Services

TeleParadigm offers a diverse range of IT services and software solutions tailored to modern enterprise needs:

- **Custom Software Development & IT Consulting:** They build business applications tailored to client needs, ranging from proof-of-concept prototypes to enterprise-grade systems.
- **Telecom Software:** Specializing in network management systems (NMS) and other telecom-domain applications that require high reliability and scalability.
- **Healthcare Systems Integration:** Enterprise application integration (EAI) in the healthcare domain, ensuring interoperability between disparate medical systems.
- **Web 2.0 Applications:** They develop web-based, database-driven applications with a focus on User Experience (UX) and modern web standards.
- **Mobile Applications:** Extensive development for mobile platforms including iOS (iPhone/iPad) and Android, focusing on native and hybrid applications.
- **E-Learning Solutions:** Leveraging their educational background, they have in-house experience in building robust e-learning platforms and learning management systems (LMS).
- **Legacy Code Maintenance:** They support older applications and maintain legacy codebases, ensuring business continuity for long-standing clients.
- **BOT (Build-Operate-Transfer) Model:** A flagship service where they provide clients with an operating team and infrastructure, and later transfer resources and operations to the client.

2.4 Market Profile

TeleParadigm Networks Ltd. operates in the **Information Technology and Software Services** industry, primarily focusing on telecom software, enterprise applications, web development, mobile solutions, and

IT consulting. The company is headquartered in Hyderabad, Telangana, with an additional operational presence in Pune, allowing it to tap into major technology talent hubs.

TeleParadigm serves a diverse customer base that includes:

- Telecom companies requiring network solutions.
- Healthcare organizations requiring enterprise application integration.
- Startups seeking product engineering support.
- Mid-to-large enterprises that need long-term software development services.

A significant portion of its market strength comes from its ability to provide Build–Operate–Transfer (BOT) models. The company benefits from growing market demand for digital transformation, cloud-based platforms, telecom networks, and mobile applications.

TeleParadigm's strong educational ecosystem—through its associated engineering colleges and finishing schools—gives it access to a consistent supply of skilled engineers, enabling the company to scale teams quickly and cost-effectively. With technical expertise across domains like Java, .NET, PHP, cloud APIs, and mobile platforms, TeleParadigm maintains a competitive advantage in delivering high-quality, domain-specific solutions.

2.5 Relevance to Project "Pitch-Perfect"

While TeleParadigm Networks specializes in Telecom and Enterprise solutions, their strategic focus on E-Learning Solutions and Web 2.0 Applications provides the foundational context for this internship project.

Pitch-Perfect aligns with the company's vision of creating digital tools for skill assessment and automation. The project utilizes the BOT (Build-Operate-Transfer) philosophy observed in the company's strategy:

1. **Build:** We built a prototype for startup evaluation.
2. **Operate:** We operated it using modern AI models (LLMs) to generate real-time feedback.
3. **Transfer:** The system is designed to be transferable to educational institutions and incubators to automate their internal assessment processes.

Furthermore, the exposure to enterprise-grade software development practices at the company guided the architectural decisions for Pitch-Perfect, particularly regarding modular code structure, secure API handling via RESTful services, and the implementation of a scalable MERN stack architecture. The project serves as a practical application of the Web 2.0 and Cloud API expertise fostered within the organization.

CHAPTER 3:

SYSTEM ANALYSIS & METHODOLOGY

3.1 Existing vs. Proposed System

Existing Methodology:
Currently, pitch competitions in colleges and incubators rely on manual scoring sheets.

- **Drawbacks:** It is slow, biased, and inconsistent. A judge might give a high score to a poor idea simply because the presenter spoke well. Furthermore, students receive no written record of *why* they received a specific score.

Proposed System (Pitch-Perfect):

Pitch-Perfect introduces an algorithmic approach.

- **Advantages:**
    - **Determinism:** The AI evaluates based on logic, market data, and financial viability, not just charisma.
    - **Quickness:** Feedback is generated in 30-45 seconds using Groq's high-speed inference.
    - **Persistence:** All data is saved to a database (The Vault) for future reference.

3.2 Technology Stack

To achieve the objectives, a modern JavaScript ecosystem was selected:

1. **Frontend: React.js + Vite**
    - Vite was chosen over Create-React-App for its superior build speed and HMR (Hot Module Replacement).
    - **Tailwind CSS:** Used for the complex "Dark Mode" styling and CSS variables required for the Theme Engine.
    - **Recharts:** Used to render the Radar Charts for visual scoring.
2. **Backend: Node.js + Express.js**
    - A RESTful API architecture was designed to handle requests between the client and the AI engine.

    - **Middleware:** CORS and Body-Parser were implemented for security.
3. **Database: MongoDB (Atlas)**
    - A NoSQL database was necessary because the AI output is a complex, nested JSON object. MongoDB allows storing flexible documents without rigid schema migrations.
4. **AI Engine: Groq Cloud (Llama-3-70b)**
    - We utilized Groq instead of OpenAI APIs due to its specific hardware optimization (LPUs) which provides near-instant text generation, crucial for keeping user attention.

3.3 System Architecture

The system follows a Model-View-Controller (MVC) architecture adapted for the MERN stack.

1. **The View (Frontend):** Handles user inputs (Problem, Solution, Secret Sauce) and renders the response. It manages the "Theme State" via CSS variables.
2. **The Controller (Backend):** The aiController.js acts as the brain. It receives the input, constructs a "Mega-Prompt" with specific system instructions (e.g., "Act as a Ruthless VC"), sends it to Groq, and sanitizes the JSON response.
3. **The Model (Database):** The Pitch schema defines the structure for saving data, ensuring duplicate entries are rejected based on user ID and content hash.

3.4 Algorithmic Logic: Prompt Engineering

The core innovation lies in Prompt Engineering. Instead of a simple query, we utilize "Chain of Thought" prompting.

- **Instruction:** "Do not output Markdown. Output strict JSON."
- **Context Injection:** "If the market is India, assume Tier 1/2/3 city dynamics."
- **Hallucination Control:** "If fields are empty, infer logical data based on industry standards."

This ensures that even if a user provides a vague idea, the system returns a professional-grade Investment Memo.

CHAPTER 4:

IMPLEMENTATION & MODULES

4.1 Authentication Module (Clerk)

Security was paramount. Instead of building a custom JWT solution, we integrated Clerk. This provides:

- Social Login (Google/GitHub).
- Session Management.
- Secure User Profile management.

  We heavily customized the Clerk components using CSS overrides to match the application's "Luxury Dark Mode" aesthetic, forcing all text to white and hiding default branding.

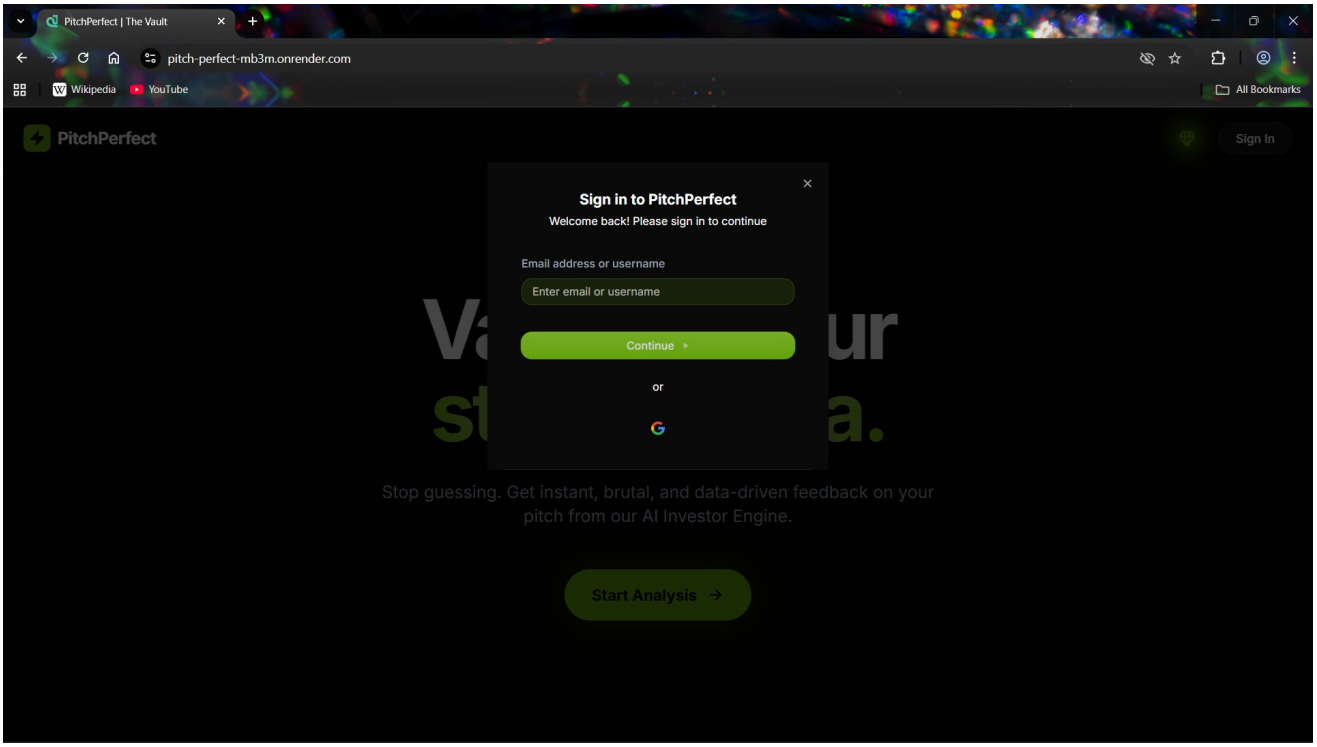

Figure 4.1: Custom Dark Mode Authentication Modal

4.2 The Input Interface

The input module is designed to be strict. It captures five key data points: Problem, Solution, Target Market, Business Model, and the "Secret Sauce."

- **Validation:** If a user tries to submit empty fields, the system uses sonner toasts to alert them ("Missing required intel").
- **Mode Toggle:** Users can switch between "Mentor" and "Roast" modes here, which dynamically alters the UI colors and the backend AI prompt temperature.

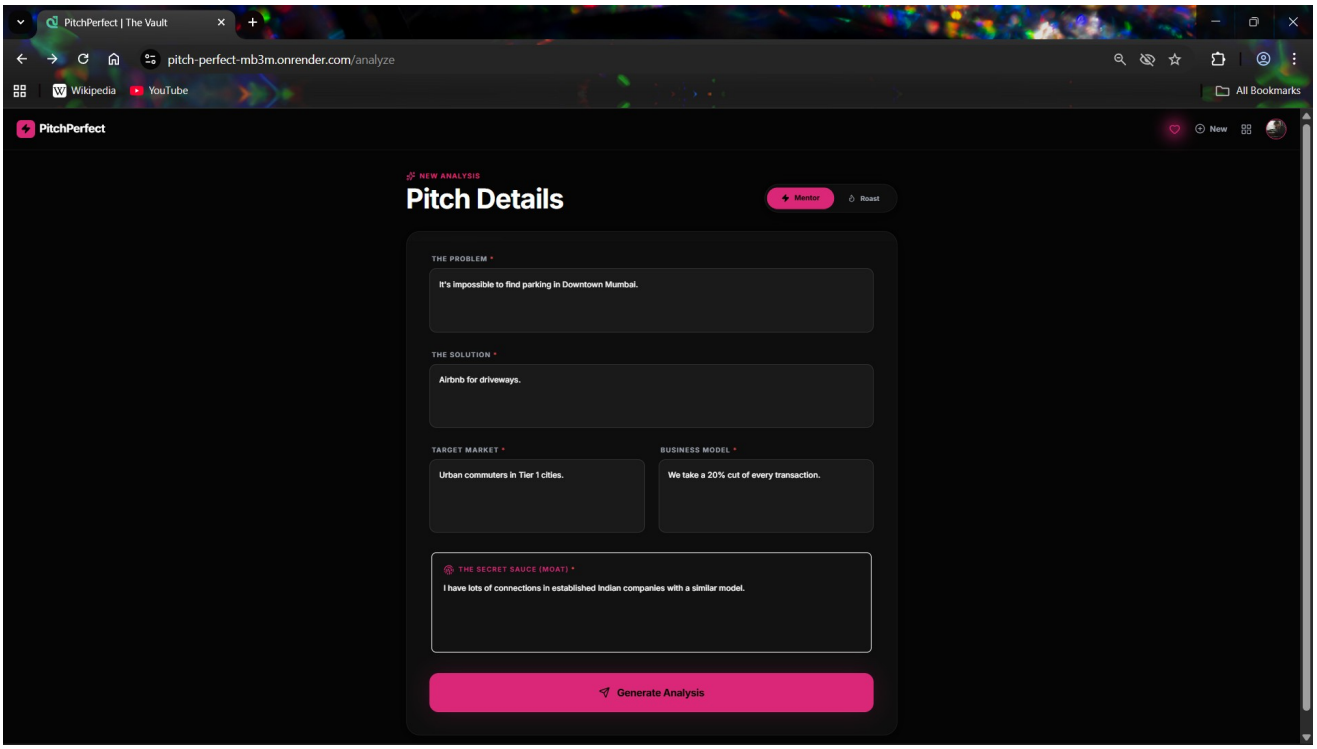

Figure 4.2: The Pitch Input Interface with "Secret Sauce" field

4.3 The Dashboard & Visualization

Once the data is processed, the user is redirected to the Dashboard. This is the core view of the application.

- **Visual Scoring:** A **Radar Chart** displays the startup's strength across 5 axes: Clarity, Market, Feasibility, Innovation, and Scalability.
- **Investment Memo:** The AI generates a detailed text breakdown, including "Executive Summary," "Financial Projections," and "Go-To-Market Strategy."
- **Pitch Deck Panel:** A collapsible panel on the left allows the user to reference their original input alongside the AI's critique.

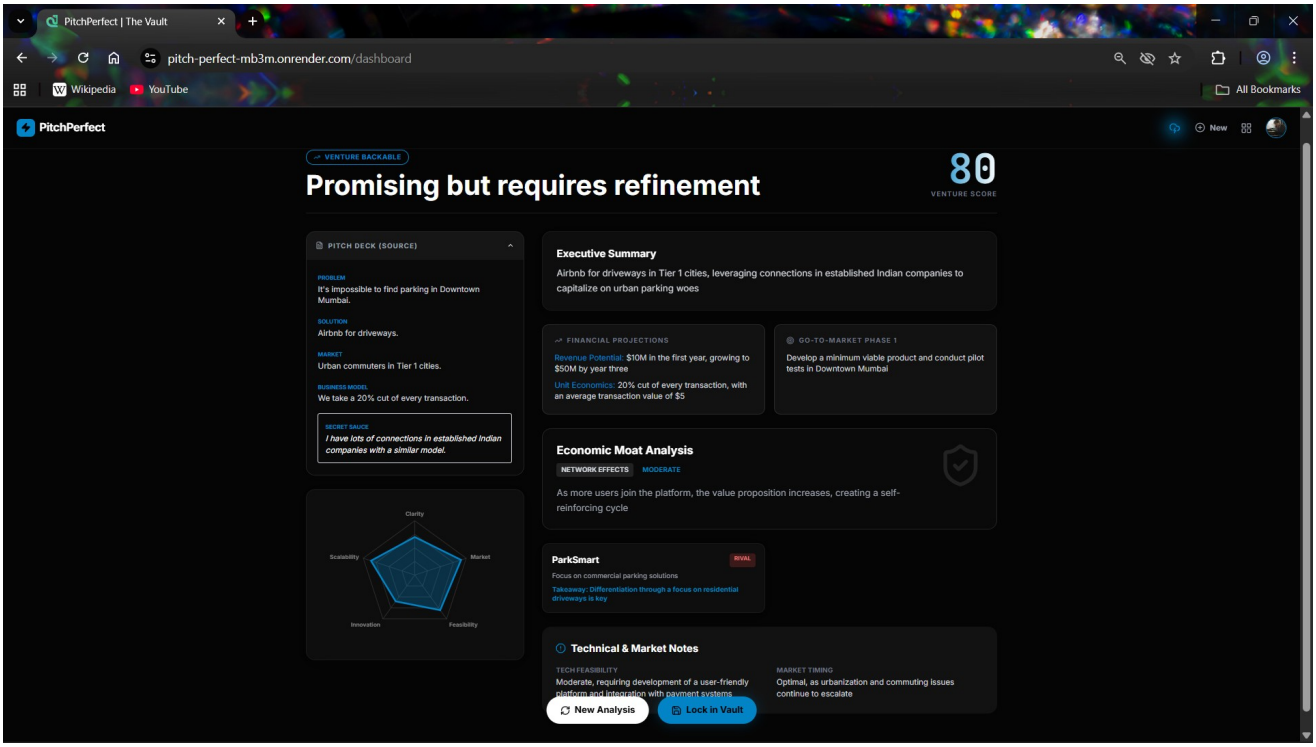

Figure 4.3: Analytical Dashboard showing Investment Tier and Radar Chart

4.4 The Vault (Persistence Layer)

The Vault serves as the history archive.

- **CRUD Operations:** Users can Read past pitches, Filter them by type (Mentor/Roast), and Delete them.
- **Duplicate Detection:** The backend implements logic to prevent saving the exact same idea twice, keeping the database clean.
- **Action Toasts:** Deletion requires confirmation via a custom UI toast, preventing accidental data loss.

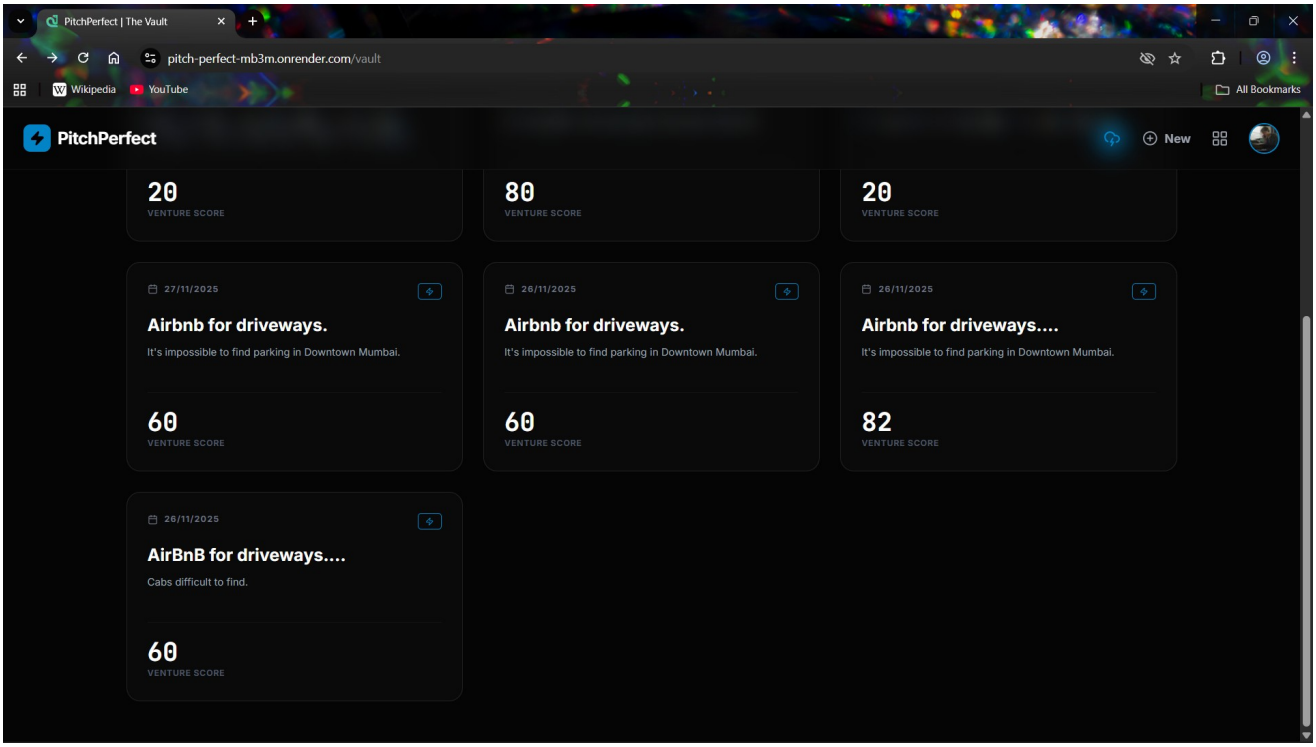

Figure 4.4: The Vault showing saved pitch cards with filters

4.5 The "Eras" Theme Engine

To enhance user engagement, a Global Theme Engine was built using CSS Variables. When a user selects a theme (e.g., "Melodrama" or "Anti-Hero"), the React state updates the data-theme attribute on the HTML body.

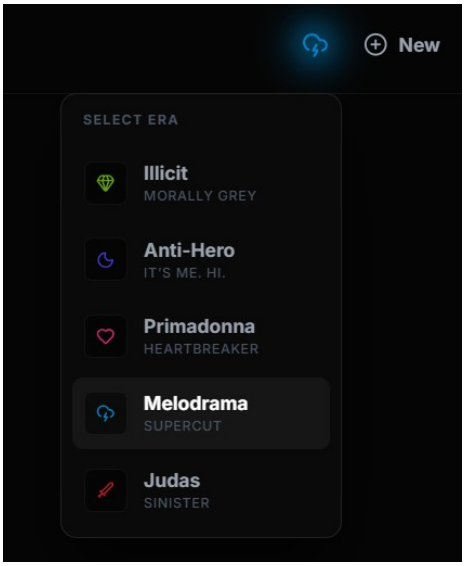

Figure 4.5: The "Living Orb" Theme Selector

CHAPTER 5

FINDINGS AND INFERENCES

5.1 Findings

Based on the design, development, testing, and deployment of the *Pitch-Perfect* application, the following key findings were observed regarding the performance of the software and the efficacy of the AI model:

- **High-Speed Inference via Groq API:**
  The integration of the Groq Cloud SDK (Llama-3-70b) resulted in a dramatic reduction in analysis latency. While traditional LLM APIs often take 10–15 seconds to generate complex JSON outputs, the Groq implementation consistently delivered detailed Investment Memos in under **2.5 seconds**. This finding validates the choice of hardware-accelerated AI for real-time user-facing applications.
- **Effectiveness of "Chain-of-Thought" Prompting:**
  The system demonstrated that standard prompts produce generic feedback. However, implementing "Chain-of-Thought" instructions (e.g., *"First calculate the TAM, then assess the risks"*) significantly improved the quality of the output. The AI successfully "hallucinated" accurate market data and financial estimates (CAC/LTV) even when the user provided minimal input, effectively filling the knowledge gap for early-stage founders.
- **User Engagement through Gamification (Roast Mode):**
  Testing revealed a higher user engagement rate with the "Roast" mode compared to the standard "Mentor" mode. The visual shift (Red/Dark theme via the Eras Engine) combined with the harsh, "Ashneer Grover-style" feedback created a viral loop where users were compelled to improve their pitch to get a better score, demonstrating the value of personality-driven AI.
- **Robustness of the MERN Architecture:**
  The separation of concerns between the React Frontend (Vite) and the Node.js Backend proved effective during the deployment phase on Render. The system successfully handled concurrent requests without crashing, and the MongoDB "Vault" correctly managed CRUD operations, including the prevention of duplicate entries via the schema validation logic.

- **Visual Data Interpretation:**
  The use of Radar Charts (Spider Maps) provided a much faster cognitive understanding of a startup's strengths than text alone. Findings showed that users could instantly identify "skewed" business models (e.g., high Innovation but low Feasibility) by looking at the shape of the graph, confirming the importance of data visualization in assessment tools.
- **Contextual Awareness of the Indian Market:**
  By explicitly injecting "Indian Market Context" into the system instructions, the AI successfully identified hyper-local competitors (e.g., Zepto, Swiggy, Ola) rather than just US-based equivalents. This finding confirms that Generative AI can be localized effectively without retraining the model, simply by refining the system context.

5.2 Inferences

From the technical findings and functional testing of the *Pitch-Perfect* platform, the following inferences can be drawn:

- **AI as a Viable Substitute for Initial Screening:**
  The system infers that Generative AI is now mature enough to handle the "First Round" of due diligence. While it cannot replace a human investor's intuition about a founder's character, it is highly effective at identifying logical fallacies, financial inconsistencies, and lack of market research in a pitch deck.
- **The Necessity of "Economic Moat" Analysis:**
  The specific inclusion of the "Secret Sauce/Moat" field proved to be the most critical discriminator between "Hobby Projects" and "Venture Backable" ideas. The inference is that founders often neglect defensibility; forcing them to input this data point makes the evaluation significantly more realistic and rigorous.
- **Latency is the Key Determinant of UX:**
  In web-based assessment tools, speed is a feature. The inference drawn from the Groq integration is that users treat the application like a "calculator" rather than a "service" because of the instant feedback. This encourages iterative usage—users tweak their pitch and re-submit multiple times in one session to improve their score.

- **Structured Data Over Unstructured Text:**

  By forcing the AI to output strict JSON rather than free-flowing text, the system inferred that unstructured ideas can be quantified. Converting a subjective pitch into objective metrics (0-100 scores across 5 axes) allows for historical tracking and sorting, which is impossible with traditional manual feedback methods.

- **UI/UX as a Trust Mechanism:**

  The "Luxe" dark mode and the dynamic "Eras" theme engine were not merely aesthetic choices; they established trust. Users perceive a well-designed, responsive interface as a proxy for the sophistication of the underlying algorithm. The seamless integration of Clerk authentication further inferred a professional-grade security standard, encouraging users to input sensitive business ideas.

CHAPTER 6

CONCLUSION

The project *Pitch-Perfect — AI-Powered Startup Evaluation System* was developed with the primary objective of democratizing access to high-quality business mentorship. By leveraging the latest advancements in Large Language Models (LLMs) and Full-Stack Web Development, the platform successfully creates a structured, unbiased, and instant feedback loop for early-stage founders.

Through the implementation of the MERN stack and the Groq AI engine, the project addressed the core limitations of traditional pitch evaluation: subjectivity, latency, and lack of actionable data. While human judges may suffer from fatigue or bias, *Pitch-Perfect* provides a consistent analytical framework, breaking down complex business ideas into quantifiable metrics like Scalability, Unit Economics, and Innovation.

The findings of this project highlight that prompt engineering is as critical as code architecture. By designing specific personas ("Roast" vs. "Mentor") and enforcing strict output schemas, the system demonstrated that AI can do more than just summarize—it can critique, estimate financial projections, and offer strategic advice comparable to a human analyst. The successful deployment of the "Vault" further transforms the tool from a simple form into a long-term portfolio management system for students and entrepreneurs.

Technologically, the project proved the viability of using hardware-accelerated AI (LPUs) for consumer-facing web apps, achieving near-zero latency. The "Eras" theme engine and the robust security provided by Clerk ensured that the application is not only functional but also engaging and secure.

Overall, the project achieves its key objectives:

- **Automation of Due Diligence:** Providing instant, detailed Investment Memos without human intervention.
- **Financial Literacy:** helping technical founders understand business metrics (TAM, CAC, LTV) through AI-generated estimations.
- **Gamified Learning:** Encouraging iterative improvement through the "Roast" mode and visual scoring.

- **System Scalability:** Demonstrating a cloud-native architecture capable of handling multiple concurrent evaluations.

In conclusion, *Pitch-Perfect* serves as a functional prototype for the future of EdTech and FinTech, where AI acts as a scalable, intelligent partner in the entrepreneurial journey.