PITCHDECK AUTOPSY

AUTOMATED FORENSIC TEARDOWN

CASE: Loopwork · TIER: Free pilot · 2026-10-06

The verdict

> This deck asks the investor to supply everything that matters — the traction, the math, the terms — while supplying only adjectives. The single most expensive sentence is the last one: 'Join Our Journey' with no amount, no instrument, and no use of funds means there is literally no deal to say yes to.

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CAUSE OF DEATH CONFIRMED

Scorecard

Narrative

30

Slide 1 says 'Revolutionizing the future of work with AI-powered synergy' — a stranger learns nothing. The problem ('drowning in tools') is generic to the entire category, there is no 'why now', and the solution paragraph is buzzword soup ('AI-native operating layer', 'intelligent loop').

Traction

25

'12,000+ registered users!' sits next to '300% MoM growth (from 100 to 400 users)' — 400 active of 12,000 registered is ~3% activation, and the growth is off a trivial base. No revenue, no retention, no paid conversion. Newsletter features and 11 reviews are not traction.

Clarity

50

One idea per slide and readable numbers — the deck's best dimension. But every headline labels instead of asserting ('The Problem', 'Our Solution'), and the $4.8T slide is a visual handwave dressed as analysis.

Financials

20

The $4.8T TAM with 'if we capture just 1%' is a textbook top-down handwave (the arithmetic, $48B, checks; the methodology doesn't). Unit economics are literally 'TBD'. The $50M-to-$400M projections carry zero visible assumptions, and with no ask amount stated, the raise math can't even be checked.

The Ask

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Slide 10 is titled 'Join Our Journey' and contains no amount, no instrument, no use of funds, and no milestones. The context message says they're raising $2M, but the deck itself never does — the single most important slide in the raise is missing.

Cause of death

FATAL FLAW #1

There is no ask

Slides: slide 10

Why it kills the raise: An investor cannot act on a vibe. No amount, no instrument, no use of funds, no milestones means there is no deal to say yes to — the meeting ends with 'interesting, keep us posted' and dies there.

The fix: Rewrite slide 10 as a real ask: amount, instrument and cap, use of funds in dollars, and the milestone the round buys (e.g. '$2M seed on a SAFE, $XM cap: $1.1M for 4 engineers, $0.6M for 12 months runway, $0.3M buffer — buys us to 1,000 paying teams').

FATAL FLAW #2

Traction theater

`Slides: slide 4`

Why it kills the raise: '12,000+ registered users!' next to '300% MoM growth (from 100 to 400 users)' tells the investor two things: nobody pays, and almost nobody even uses it (400 of 12,000 = ~3% activation). Vanity metrics don't just fail to impress — they train the reader to distrust every other number in the deck.

The fix: Lead with paid/active metrics only: WAU, MoM growth on a real base, MRR, retention. If paid traction doesn't exist yet, say so and sell the leading indicators honestly (pilots, LOIs, waitlist conversion) instead of registered-user theater.

FATAL FLAW #3

$4.8T TAM handwave plus fantasy projections

`Slides: slides 5, 9`

Why it kills the raise: 'If we capture just 1%' is the sentence that ends raises. It proves no one did the work of figuring out who actually buys. Stacked on $50M-to-$400M projections with zero visible assumptions and unit economics marked 'TBD', the financials read as fiction — and fiction is unfundable.

The fix: Replace with bottom-up math: named customer count x ACV = SAM, with the assumptions visible. Cut the 2027/2028 projections unless each line carries its assumption; state unit economics (CAC, payback) or mark them 'measuring now' with a date.

Fixes, in order

1. Slide 10: replace 'Join Our Journey' with a real ask — amount, instrument/cap, dollar-denominated use of funds, and the milestone the round buys.
2. Slide 4: delete 'registered users' and newsletter mentions; lead with paid or active metrics (WAU, MRR, retention) or honest leading indicators (pilots, LOIs).
3. Slide 5: replace the $4.8T top-down TAM with bottom-up math — customers x ACV = SAM — with assumptions on the slide.

4. Slide 9: attach assumptions to every projection line, or cut the projections; publish unit economics or a date when they'll be measured.
5. Slide 1: rewrite the headline as one sentence a stranger can repeat without you in the room.

What survives

- The problem is real and legible — tool sprawl is a genuine pain a buyer recognizes in one sentence.
- $180k/month burn is modest and credible for the stage; the company isn't lighting money on fire.
- One idea per slide with readable numbers — the information architecture is clean even where the content is weak.
- Founder has relevant operating experience (ex-bigtech, 6 years); the team slide doesn't oversell.

No humans read your deck — this teardown was performed entirely by software. · pitchdeckautopsy.com