

Investor & Corporate Partner Pitch Checklist: A Strategic Guide for Scaleups

Most pitch checklists focus on surface-level storytelling. But investors and corporate partners make decisions based on clear commercial viability, scalability, and risk mitigation, not just a compelling vision. This checklist provides an insider's view into what actually drives investment and partnerships for foodtech and agritech scaleups.



Does the Pitch Solve a Recognised Problem?

Investors don't fund ideas, they fund solutions to significant, well-defined problems.

Have you framed the problem in a way that resonates with your audience (corporates vs. VCs vs. impact investors)?

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Are you leveraging real-world pain points? (e.g., supply chain inefficiencies, regulatory compliance, cost pressures)

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Is there a quantifiable cost of inaction?

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Have You Defined a Credible, Large-Enough Market?

TAM (Total Addressable Market) figures are useless unless backed by a clear go-to-market strategy.

Are you presenting actionable market segments (SAM, SOM) instead of vague "billion-dollar industry" claims?

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Can you show early traction with clear commercial pathways (pilot programs, partnerships, LOIs)?

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Are you de-risking market entry with a step-by-step scale plan (regional > national > global)?

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Does Your Business Model Make Sense?

A great product without a clear revenue model = a failed business.

Have you articulated how you make money in a simple, compelling way?

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Are your unit economics sound? (COGS, margins, scalability)

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Have you pre-emptively addressed pricing models that will convince procurement teams? (e.g., subscription-based, pay-per-use, licensing)

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Can You Show Real Traction & Proof of Concept?

A strong concept means nothing without validation.

Do you have pilot programs, case studies, or corporate partnerships proving your solution works?

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Are you demonstrating regulatory readiness for scale (if applicable)?

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Can you show an iterative roadmap for commercialisation (not just long-term vision)?

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Is Your Competitive Edge Crystal Clear?

Being "better" isn't a strategy, being able to defend it is.

Are you highlighting patents, trade secrets, or unique supply chain advantages?

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Can you quantify your differentiation against competitors?

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Are you proactively addressing potential barriers to adoption (e.g., switching costs, regulation, operational changes)?

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Have You Aligned with Corporate Decision-Makers?

Corporate partners have longer sales cycles and risk-averse mindsets.

Are you speaking the language of procurement and operations teams, not just innovation managers?

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Have you tailored messaging to corporate ESG and sustainability goals (if relevant)?

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Have you clearly mapped out the adoption process for a corporate partner?

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Is Your Ask Clear?

vague asks, unclear needs means your audience will be lost

Have you clearly defined what the funding or partnership will be used for (milestones, hiring, expansion)?

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Are you aligning your ask with realistic growth milestones?

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Have you included an exit strategy for investors?

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Scaleups that secure funding or corporate partnerships don't just have great ideas, they demonstrate clarity, commercial viability, and potential. This checklist is not about surface-level storytelling; it's about crafting a compelling, evidence-backed case that investors and corporate partners can't ignore.

Need to refine your messaging further? Let's connect and build a strategy that works.