



# Pitch deck checklist for Thai startups in 2026

A clean investor-readiness PDF for founders preparing VC meetings, corporate venturerealks,grantapplications,acceleratorinterviews,andASEANexpansion pitches.

Thailand

Investor proof

Grant readiness

Deck audit

## Pitch deck

Thailand 2026 readiness

● Problem

● Market

● Traction

● Ask

Use this checklist to test whether the deck answers the questions investors usually ask after the first call.

Market proof



Traction



Unit economics



# 2026 Thai startup pitch baseline

Use this page to frame the deck before the slide-by-slide review.

A Thai startup pitch in 2026 should not only say the idea is exciting. It should prove a specific buyer, a reachable first market, and a clear reason investors should care now. Use this baseline to check whether the deck has enough evidence before deeper slide edits start.

## NIA growth signal

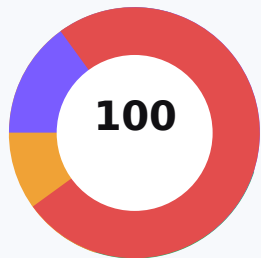
Thailand's innovation agenda puts more pressure on founders to show market fit, revenue direction, and investment readiness in one clear story.

## Corporate VC logic

Strategic investors often care about partnership value, distribution, technology fit, and industry access. Show the commercial fit early.

## AI proof is rising

AI, data, cyber, cloud, and automation claims need governance, data quality, security, and clear product evidence.



<span style="color: red;">■</span> Market	30 pts
<span style="color: green;">■</span> Problem + offer	25 pts
<span style="color: orange;">■</span> Traction	20 pts
<span style="color: purple;">■</span> Team + moat	15 pts
<span style="color: blue;">■</span> Ask	10 pts

Area	Score check	What good looks like	Points
<b>Market</b>	Who buys and why now?	A clear Thai beachhead, ASEAN expansion logic, buyer segment, and market timing.	<b>30</b>
<b>Problem + offer</b>	Is the pain urgent?	A problem the buyer already feels, with a simple solution and a clear buying reason.	<b>25</b>
<b>Traction</b>	Can proof be checked?	Revenue, pilots, LOIs, retention, usage, waitlist quality, or strong customer interviews.	<b>20</b>
<b>Team + moat</b>	Can this team execute?	Founder-market fit, technical depth, distribution access, or defensible insight.	<b>15</b>
<b>Ask</b>	Is the raise realistic?	Specific use of funds, runway, milestones, and next financing logic.	<b>10</b>

Scoring guide: 85-100 = meeting-ready. 70-84 = needs sharper proof. 50-69 = rebuild weak slides. Below 50 = validate the market before pitching.

# Core pitch deck checklist - opening slides

These first slides must make the investor understand the business without a long explanation.

The opening section must reduce confusion fast. Investors need to know what the company does, who the buyer is, why the pain matters, and whether the product already exists. Weak opening slides make later traction claims harder to believe.

Slide	Investor question	Checklist item	Done
1. Cover	What are you building?	Company name, one-line category, location, stage, contact, and date are clear.	<input type="checkbox"/>
2. Problem	Who has a painful problem?	Name the buyer, pain, workflow, cost, risk, or missed opportunity in concrete terms.	<input type="checkbox"/>
3. Customer	Who buys or uses it?	Use a tight customer segment, not a broad market label. Separate buyer from user.	<input type="checkbox"/>
4. Solution	Why is your answer better?	Show the product path, workflow, before-after state, and practical reason to switch.	<input type="checkbox"/>
5. Product	Is the product real?	Use screenshots, demo proof, prototype status, integrations, data flow, or release stage.	<input type="checkbox"/>
6. Market	Is the timing strong?	Show Thai beachhead, ASEAN wedge, sector trend, urgency, and realistic first market entry.	<input type="checkbox"/>

Founder note: If the first six slides need long verbal explanation, the deck is not ready. Investors should understand the core business before the founder starts defending details.

# Core pitch deck checklist - proof slides

These slides turn the deck from an idea story into a fundable business case.

Proof slides should connect traction, revenue logic, team strength, and funding use into one practical case. The investor should see what has been tested, what still needs funding, and what milestone will prove the company deserves a larger round later.

Slide	Investor question	Checklist item	Done
<b>7. Business model</b>	How do you make money?	Pricing, margin logic, payment cycle, revenue stream, and expansion route are simple.	<input type="checkbox"/>
<b>8. Traction</b>	Can the proof be trusted?	Metrics include date range, source, calculation method, and why the number matters.	<input type="checkbox"/>
<b>9. Competition</b>	Why can you win?	Competitors, substitutes, manual workarounds, and switching barriers are shown.	<input type="checkbox"/>
<b>10. Go-to-market</b>	How will you reach buyers?	Channels, sales cycle, partnerships, CAC logic, and first 100 customers are specific.	<input type="checkbox"/>
<b>11. Team</b>	Why this team?	Founder-market fit, local access, technical depth, operator experience, and missing hires are clear.	<input type="checkbox"/>
<b>12. Ask</b>	What exactly is needed?	Raise amount, runway, use of funds, milestones, and next-round proof are connected.	<input type="checkbox"/>

Founder note: Proof slides should not feel like decoration. Each claim needs a source, timeframe, and clear link to the next funding milestone, otherwise the deck will look polished but risky.

# Traction and metric proof checklist

Metrics only help when they are tied to buyer behavior, revenue quality, retention, or a clear next milestone.

Traction metrics need context. A number alone can impress for a few seconds, but investors will ask how it was measured, whether it repeats, and what it says about future growth. Use this page to make every metric checkable.

## Revenue proof

- Monthly revenue by product
- Paid pilots are separated
- Payment source is traceable
- Gross margin is known
- Refunds are disclosed

## Usage proof

- Active users by cohort
- Retention or repeat usage
- Activation event explained
- Drop-off stage flagged
- Power users described

## Sales proof

- Sales cycle length
- Demo-to-close rate
- Lead source quality
- Top objections and fixes
- Pipeline stage is current

## Unit economics

- CAC source explained
- LTV logic is cautious
- Payback period shown
- GMV margin split clear
- Cash burn is known

## Local proof

- Thai customer interviews
- Local payment behavior
- Channel partner evidence
- Language or support needs
- Regulatory route checked

## Expansion proof

- ASEAN beachhead chosen
- Localization gap mapped
- Partner access evidence
- Regional cost assumptions
- Next market order is clear

# Thailand-specific investor proof

A Thai startup deck should show local market proof without becoming a policy document.

Thailand-specific proof matters when the deck depends on local adoption, government support, corporate buyers, or ASEAN expansion. Keep the pitch practical: show what you checked, what you validated, and what still needs confirmation before scaling.

## Customer reality

Real interviews, buying triggers, budget source, decision maker, and Thai-language support expectations.

## Government fit

Map NIA, BOI, AI, or sector support only when relevant. Avoid eligibility claims without checking rules.

## Thai startup proof package

## Corporate access

State partner names, pilot routes, distribution access, integration needs, and decision cycles.

## Regional path

Pick one ASEAN wedge first. Show why it follows from Thai traction, channel access, or product strength.

### Minimum Thailand proof before investor outreach

- Local buyer interviews
- Pilot or LOI evidence
- Regulatory route checked
- Grant or BOI claim checked
- ASEAN wedge chosen
- Data room ready

# Funding route fit checklist

Adapt the proof, ask, and milestones to the type of capital or programme.

Different funding routes test different risks. VC investors look for scale. Corporate investors look for strategic fit. Public support programmes often check eligibility, project detail, and feasibility. Shape the deck around the reader, not only around the founder's preferred story.

Route	What the deck must prove	Checklist	Fit
<b>VC capital</b>	Large market, repeatable growth, scalable sales, clear wedge, defensible insight, and venture-scale upside.	<input type="checkbox"/> Use of funds tied to 12-18 month milestones <input type="checkbox"/> Next financing logic is clear <input type="checkbox"/> Growth assumptions are cautious	Low / Med / High
<b>Corporate VC</b>	Strategic fit, integration value, pilot route, procurement path, security concerns, and commercial upside for the partner.	<input type="checkbox"/> Partner value explained <input type="checkbox"/> Decision maker named <input type="checkbox"/> Integration or compliance needs known	Low / Med / High
<b>NIA / innovation grants</b>	Innovation value, market testing plan, project budget, feasibility, and alignment with relevant programme criteria.	<input type="checkbox"/> Grant mechanism checked <input type="checkbox"/> Project cost split prepared <input type="checkbox"/> Testing plan has real users	Low / Med / High
<b>BOI / incentives</b>	Activity eligibility, Thai operational substance, R&D; or technology activity, jobs, investment plan, and compliance readiness.	<input type="checkbox"/> BOI category checked <input type="checkbox"/> Thai team or spending logic clear <input type="checkbox"/> Incentive claim is cautious	Low / Med / High
<b>Accelerator</b>	Coachability, fast testing loop, founder focus, clear milestone, demo-day story, and support needs.	<input type="checkbox"/> Mentor fit is named <input type="checkbox"/> Weekly test plan ready <input type="checkbox"/> Demo-day proof target set	Low / Med / High

**Warning:** Do not use government support, incentives, or grant names as decoration. Investors will expect the founder to know conditions, deadlines, proof files, eligibility, and what the funding can actually cover.

# Data room and due diligence checklist

A pitch deck creates interest. A clean data room keeps the conversation moving after the meeting.

Due diligence usually starts when the meeting goes well. A clean data room makes follow-up faster and reduces small doubts that can slow a deal. Put evidence behind every claim in the deck before sending it to serious investors or partners.

## Company

- Company registration documents
- Cap table and shareholder records
- Founder and director IDs
- IP ownership status
- Board or consent records

## Finance

- Monthly P&L; and cash balance
- Revenue by customer or channel
- Invoices or payment proof
- Budget for funding use
- Runway and burn notes

## Product

- Product demo link or screenshots
- Technical architecture note
- Roadmap with clear dates
- Security and data notes
- Usage logs or KPIs

## Market

- Customer interview notes
- Pilot contracts or LOIs
- Competitor comparison
- Regulatory assumptions
- Channel or intro proof

## Compliance

- PDPA privacy policy
- Sector licence checks
- Employment terms if relevant
- Terms of service
- Insurance if needed

## People

- Founder CVs
- Advisor roles
- Hiring plan
- Contractor agreements
- Option pool documents

24-hour final audit: open every file, test every product link, confirm every metric source, and remove claims that cannot be proven.

# Final pitch-deck risk audit

Use this page one day before sending the deck or meeting investors.

A final risk audit should remove claims that look impressive but cannot survive basic questions. Check both sides: what needs to be removed, and what proves the deck is ready to send. This page helps the founder make that decision without emotion.

## Red flags to remove

- Market slide uses a huge TAM without a reachable first segment.
- Revenue metric is shown without source, date range, or calculation method.
- AI or data claim has no governance, security, or data-quality proof.
- Grant, BOI, or incentive language sounds guaranteed but eligibility was not checked.
- Deck hides churn, refunds, weak retention, long sales cycle, or customer objections.
- Use of funds does not connect to milestones investors can verify later.

## Ready-to-send signals

- Problem is specific to a buyer and a buying moment.
- Product proof is visual and easy to understand.
- Traction has source, method, and timeframe.
- Ask, runway, and milestones fit the current stage.
- Thailand proof and ASEAN path are grounded in real evidence.
- Data room matches the claims made in the deck.

## Final deck decision

**Send**

85-100 pts

**Revise**

70-84 pts

**Rebuild**

50-69 pts

**Validate first**

0-49 pts

# Source notes and use guidance

These sources informed the 2026 context and checklist logic.

Source notes should support the checklist, not overload the deck. Use these references to understand Thailand's startup, AI, investment, and incentive context. Always verify current eligibility, deadlines, and rules before using any programme name in investor materials.

Source	How it informed the checklist	Reference
<b>National Innovation Agency (NIA)</b>	2026 innovation-business growth priorities, startup acceleration goals, and investor-readiness context.	<a href="http://nia.or.th/4G-for-business-innovation">nia.or.th/4G-for-business-innovation</a>
<b>AI Thailand</b>	National AI Strategy and Action Plan 2022-2027, including AI ecosystem, governance, adoption, and talent context.	<a href="http://ai.in.th/en/about-ai-thailand">ai.in.th/en/about-ai-thailand</a>
<b>OECD Start-up Asia</b>	Regional startup and venture capital context, including the role of strategic and corporate capital in Asia.	<a href="http://oecd.org/en/publications/start-up-asia_a9b71040-en.html">oecd.org/en/publications/start-up-asia_a9b71040-en.html</a>
<b>JICA Thailand startup survey</b>	Recent ecosystem challenges, startup support context, and investor-readiness gaps in Thailand.	<a href="http://jica.go.jp/english/overseas/thailand/information/topics/2026">jica.go.jp/english/overseas/thailand/information/topics/2026</a>
<b>Thailand Board of Investment</b>	Starting-business guidance, BOI-related incentive logic, SMART visa context, and investment-support checks.	<a href="http://boi.go.th">boi.go.th</a>

## How to use this PDF

Score the deck before sharing it. Circle weak proof areas. Fix the highest-risk claims first. Keep one clean version for investors and one working version for internal notes.

## Best-use case

This checklist works best for early-stage founders preparing for investor meetings, grant checks, accelerator screening, or strategic partner conversations.

# Work with aboveA

For founders who need a sharper deck, clearer proof, and a stronger investor story.



Build a pitch deck investors can understand, trust, and challenge without breaking the story.

aboveA helps founders connect market proof, positioning, go-to-market logic, traction evidence, and investor-facing messaging before funding conversations become serious.

## Pitch deck readiness

We review slide logic, investor questions, weak claims, proof gaps, and the raise narrative before outreach.

## Market and traction proof

We help teams turn interviews, pilots, usage, SEO demand, and early sales signals into clearer investor evidence.

## Go-to-market support

We support market-entry planning, positioning, SEO, lead generation, and growth systems for regional expansion.

## Contact

Website: [abovea.tech](https://abovea.tech)  
Email: [info@abovea.tech](mailto:info@abovea.tech)

## Company details

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Use this checklist as a starting point. Reach out when the deck needs stronger proof, sharper structure, or investor-ready positioning.