



growth, proof and go-to-market

INVESTOR PROOF / APAC GTM / OVERSEAS ACTIVITY READINESS

Singapore startup pitch deck checklist 2026

A data-backed workbook for founders who need more than a beautiful deck. Use it to test whether the story, evidence, governance, market access, and overseas expansion plan are strong enough before investor outreach.

S\$1B

StartupSG Equity top-up

Budget 2026 adds support for early and growth-stage deep-tech startups.

S4

93%

SEA funding share

Singapore-based tech firms captured most Q1 2026 SEA tech funding.

S6

70%

MRA overseas support

Eligible SMEs can get up to 70% support, capped at S\$100k per new market.

S1

How to read this resource

Each section gives the business reason, the relevant 2026 data point, and the practical deck checks. Do not use it as decoration. Use it to decide what evidence must be fixed before your next investor meeting.

Why Singapore decks need more proof in 2026

Singapore gives startups a strong base, but that strength creates a tougher comparison set. Investors see many polished decks. The deck has to prove why this company can win from Singapore and expand through the region.

Capital is visible, but selective

Southeast Asian startups raised US\$2.8B in Q1 2026, with Singapore-based tech firms accounting for 93% of regional funding. The same report shows late-stage funding dominated the quarter. For a founder, this means a deck cannot only show ambition. It has to show why the company deserves focused capital.

S6

Government schemes still ask for evidence

Public support does not remove review pressure. MRA, GIA, Startup SG Equity, and EntrePass each carry different proof expectations: local operation, market activity, technical novelty, investor alignment, or overseas readiness. A deck should match the route the founder is actually pursuing.

S1-S5

What the deck must prove

The opportunity is real, the buyer path is understood, traction is not accidental, the team can execute, and the next market is chosen with evidence.

What weak decks hide

Generic TAM, vague AI claims, missing market sequence, no sales motion, weak data room, unclear compliance, and investor ask with no use-of-funds logic.

What investors test next

Can the founder defend assumptions after the first call, share clean documents, explain regional choices, and answer risk questions without rebuilding the story?



Story



Evidence



Due diligence



Regional plan



Investor ask

The deck should not behave like a company brochure. It should behave like a compressed evidence file. Every slide should reduce one reason an investor could delay, doubt, or ask for more proof.

Use the checklist as a pre-investor audit

Score the deck before sending it. Then fix the weakest evidence areas first. A deck can look clean and still fail if the proof does not survive investor questions.



72/100

example deck readiness score

Recommended scoring rule

A section only earns full points when the slide contains proof, not only a claim. For example, a market-entry slide should show target market logic, local buying signal, channel route, cost/risk assumptions, and a next step tied to funding use.

Traffic light interpretation

80-100: investor ready enough to test conversations; 60-79: fix gaps before wider outreach; 40-59: use founder calls for learning, not fundraising; below 40: rebuild the story, proof, and data room before pitching seriously.

Before you score, collect these inputs

Latest deck version
Use the exact version you plan to send or present.

Metrics export
Revenue, pipeline, users, pilots, retention, CAC, margins, or active usage.

Market notes
Customer interviews, partner notes, overseas test results, and local buyer assumptions.

Data room folder
Corporate, financial, IP, customer, grant, and compliance files.

How to fix gaps after scoring

First, remove ambiguity
Rewrite claims that sound nice but cannot be tested.

Second, attach proof
Add data, screenshots, invoices, LOIs, pilots, letters, or model outputs.

Third, link slides
Connect market, traction, GTM, costs, team, and ask into one logic chain.

Fourth, rehearse objections
Prepare answers for market size, sales cycle, margin, regulation, and team gaps.

The 100-point Singapore pitch deck scorecard

This scoring model rewards evidence quality. It does not reward slide count. A short deck with clean proof can score higher than a long deck with generic claims.



68/100

example deck readiness score

Use this as a diagnostic, not a vanity score. If one category is weak, fix that proof before adding more slides. Investor review usually fails when the deck has one broken logic bridge: market without buyer proof, traction without repeatability, expansion without local route, or ask without milestones.

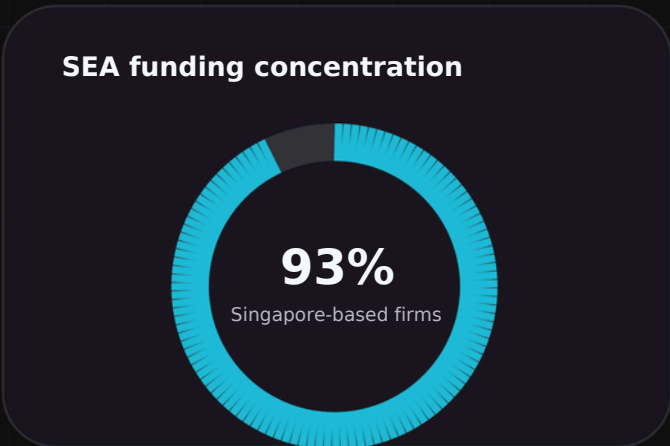
Category	Pts	What full points require
Problem and buyer urgency	10	The deck shows a painful, current, paid problem, not a vague market theme.
Singapore and regional market logic	10	The chosen launch and expansion markets are sequenced with evidence.
Product and technical proof	10	The solution is demonstrated with working flows, IP, data, pilots, or validation.
Traction and customer evidence	15	Metrics prove real demand, quality of usage, pipeline, or repeat buying.
GTM and discoverability	10	The company explains how buyers will find, trust, and choose it.
Overseas activity readiness	10	Partner, market-entry, grant, and local proof are prepared for regional moves.
Unit economics and financial model	10	Pricing, margin, CAC, payback, runway, and use of funds are connected.
Team, governance, and execution risk	10	Founder capability, roles, advisors, and legal structure support the plan.
Due diligence and data room	10	Corporate, financial, customer, IP, and compliance documents are organized.
Ask and milestone logic	5	The raise, grant, or partnership ask is tied to specific proof milestones.

SCORECARD

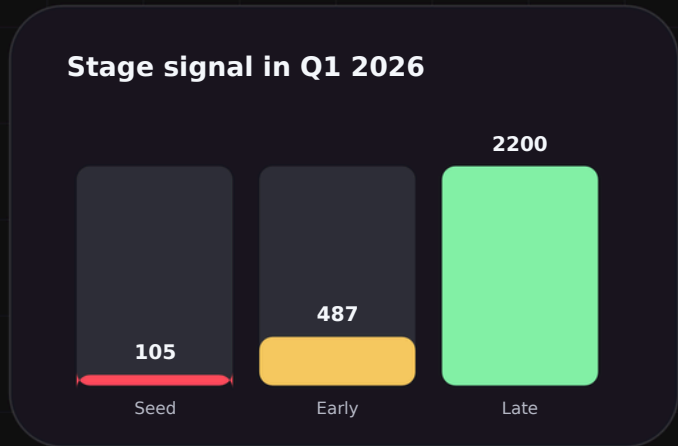
What the 2026 numbers say about pitch readiness

The numbers do not say every Singapore startup will get funded. Because capital, public support, AI adoption, and regional growth are all moving toward stronger proof.

<p>US\$2.8B</p> <p>Regional startup funding rebounded, but investors still concentrated capital into fewer stronger bets.</p> <p>S6</p>	<p>US\$2.2B</p> <p>Late-stage deals took the largest share, so earlier startups need clearer proof paths.</p> <p>S6</p>	<p>US\$31.8B</p> <p>VC-backed companies in Asia raised US\$31.8B across 2,724 deals.</p> <p>S9</p>	<p>10</p> <p>Singapore released 10 refreshed AI priorities in the 2026 AI strategy update.</p> <p>S5</p>
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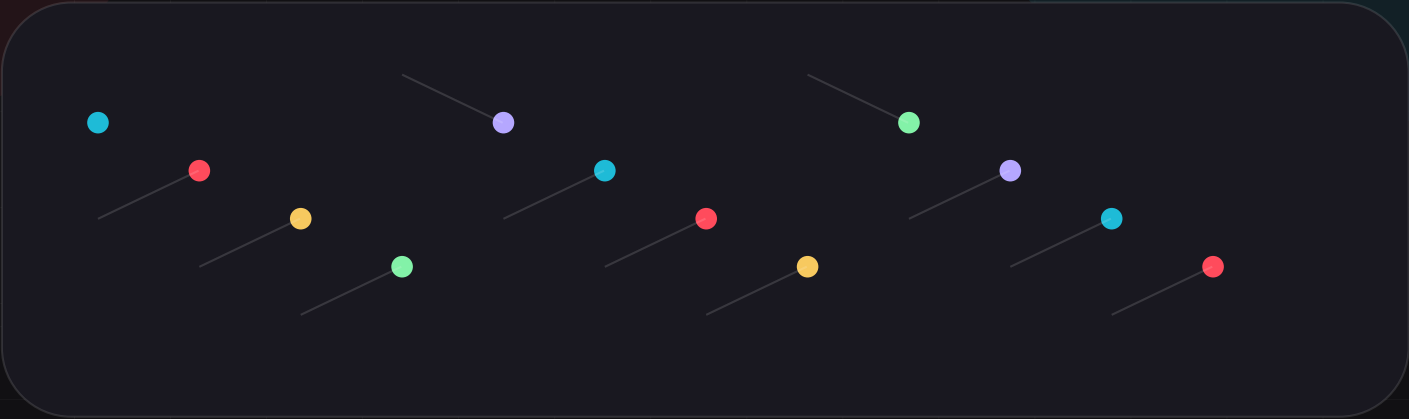
For founders, this creates two opposite pressures: Singapore is credible as a base, but the comparison set is much stronger. A pitch has to explain why this startup is not only located in a good hub, but positioned to win.



When capital leans toward later-stage or infrastructure-heavy bets, early decks need to show a credible route from small proof to bigger value creation. Investors want to see how today's evidence becomes tomorrow's scale.

Founder interpretation

Use data as a pressure test, not a decoration. If the deck mentions AI, deep tech, FinTech, enterprise infrastructure, internationalisation, or grants, each claim should connect to evidence: customer pull, technical defensibility, local operating requirements, and a realistic route through Singapore into ASEAN or other overseas markets.



Part 1: market proof and buyer reality

A Singapore pitch deck should show why the problem is urgent, who feels it, how buyers decide, and why the company can build proof beyond one local conversation.

Market proof

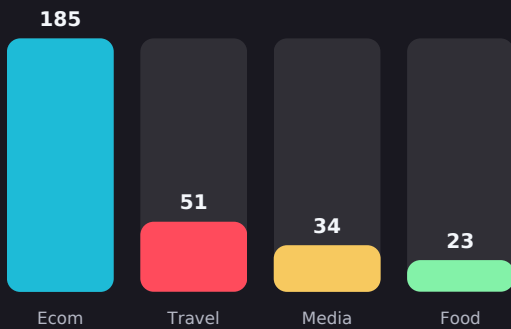
Problem proof: show paid urgency, not topic interest

Investors often hear strong market themes before they hear a clear buyer problem. In Singapore, this is especially risky because many sectors are sophisticated, crowded, and grant-aware.

Why the number matters

Southeast Asia's digital economy was expected to surpass US\$300B GMV in 2025, with revenues forecast at US\$135B. Scale creates opportunity, but it also creates noise. A pitch has to isolate the exact customer pain and why the timing is now.

57



Digital activity in Southeast Asia does not convert in one uniform way. Each category has different channels, trust habits, payment behavior, and local platform dynamics.

Deck checks

- Name the urgent buyer pain**
Write the problem as a cost, delay, risk, or lost revenue event.
- Separate users from payers**
Show who uses the product and who signs, approves, or renews.
- Prove current demand**
Use interview counts, pilot requests, inbound queries, waitlists, or sales notes.
- Show why Singapore fits**
Explain why the problem appears in Singapore or why Singapore is the best base.

● Founder note

A vague problem slide usually creates vague investor questions. A strong problem slide lets the investor imagine the first customer, the budget owner, the buying trigger, and the reason the customer cannot wait.

Market sequence: Singapore first, region next, or overseas first?

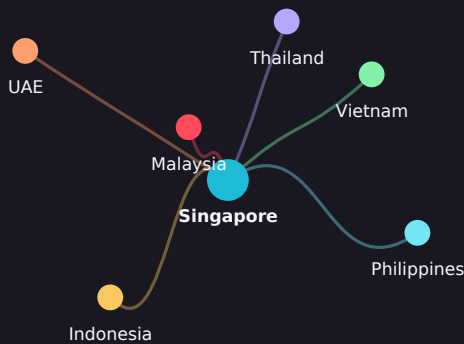
A strong Singapore deck should not say “APAC” as if the region works like one market. It should explain market order, local proof, and the reason for each next market.

Why the number matters

Enterprise Singapore’s MRA grant caps support at S\$100,000 per company per new market and splits support across overseas promotion, business development, and market set-up. That structure pushes founders to define each overseas activity clearly before spend starts.

S1

Overseas traction should show where the next market sits in the buying path: partner access, payment habits, regulation, support model, sales cycle, and proof collected before spend scales.



Deck checks

- Rank target markets**
State the first three markets and the reason for their order.
- Show buyer differences**
Compare payment habits, procurement, regulation, language, and channel access.
- Connect spend to learning**
Tie marketing, partner, and set-up budgets to testable milestones.
- Avoid broad APAC claims**
Replace “regional expansion” with market-specific proof and next actions.

● Founder note

Market order matters because overseas activity burns time before it burns capital. Investors want to see whether the founder knows what must be learned in each market before hiring, opening entities, or buying media.



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CUSTOMER EVIDENCE

Customer evidence: turn conversations into investor proof

Customer discovery becomes useful only when it produces patterns. A slide that says “we spoke to customers” is weaker than a slide that shows objections, budget triggers, willingness to pay, and next steps.

Why the number matters

e-Conomy SEA reported more than 200M new internet users over a decade and over 60% of payments becoming digital across Southeast Asia. That scale still hides local variation. Customer proof should show how buyers behave in the exact target market.

57

● Founder note

Customer proof is not about adding testimonials early. It is about showing that the founder knows the buyer’s risk, language, budget, and buying sequence before asking investors to fund scale.

Deck checks



List interview segments

Show who was interviewed: buyer, user, partner, distributor, or regulator.



Capture objection patterns

Group repeated concerns around trust, price, integration, risk, or timing.



Add proof artifacts

Use anonymized quotes, screenshots, LOIs, pilot terms, or call summaries.

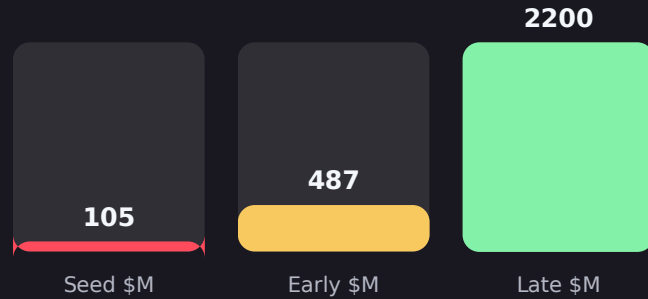


Translate proof into slides

Every customer insight should improve market, product, GTM, or pricing logic.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



Part 2: traction, economics, and investor-grade metrics

Investors need to understand what has already worked, what still needs testing, and which signals deserve more capital.

Traction and unit economics

TRACTION METRICS

Traction metrics: prove quality, not only activity

Traffic, downloads, wait lists, and calls can help, but they are not enough. The deck should separate attention from qualified demand and paid behavior.

Why the number matters

Tracxn data reported US\$105M seed funding, US\$487M early-stage funding, and US\$2.2B late-stage funding in Southeast Asia in Q1 2026. As capital moves toward stronger proof, early-stage decks need cleaner metric definitions.

56

● Founder note

A traction slide should make the investor more confident about the next test. If the numbers are early, show why the signal is still meaningful and how the next milestone will reduce uncertainty.

Deck checks

- Define the core metric**
Use one primary metric that shows real use or buying intent.
- Show cohort quality**
Add retention, repeat use, qualified pipeline, or conversion by segment.
- Explain weak signals**
Do not hide churn, slow sales cycles, low activation, or pipeline leakage.
- Tie traction to next milestone**
Explain what metric improves after the raise or grant-funded activity.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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UNIT ECONOMICS

Unit economics: connect pricing, margin, and growth cost

You need to support pricing logic not only by collecting previous research but also validating with a pilot and comparing it with the alternative or competitor's. Each route changes pricing, CAC, margin, and support cost.

Why the number matters

KPMG's Q1 2026 Asia Venture Pulse reported US\$31.8B raised across 2,724 deals and noted concentration in AI, semiconductors, and infrastructure. Capital-intensive categories need sharper payback and margin logic because investors expect larger proof files.

S9

● Founder note

Unit economics help investors see whether growth makes the business stronger or only bigger. In a regional plan, the same product can carry different costs in different markets.

Deck checks

- Show price logic**
Explain pricing by customer segment, market, usage, volume, or contract type.
- Add gross margin detail**
Include COGS, delivery cost, support cost, infrastructure, or partner margin.
- Define CAC source**
Separate paid media, founder-led sales, partner sales, and organic demand.
- Model expansion cost**
Estimate localisation, compliance, events, partner fees, and support needs.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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FINANCIAL MODEL

Financial model: make the raise believable

A financial slide should not pretend to predict the future exactly. It should show how the founder thinks about runway, milestones, risks, and the proof expected before the next raise.

Why the number matters

Late-stage deals made up US\$2.2B of Southeast Asian startup funding in Q1 2026. Early founders are not competing for the same cheque size, but they are still being judged on whether today's plan can mature into institutional-quality reporting.

56

● Founder note

A good model does not need false precision. It needs honest assumptions. The investor should see what must be true for the business to work and what the founder will test first.

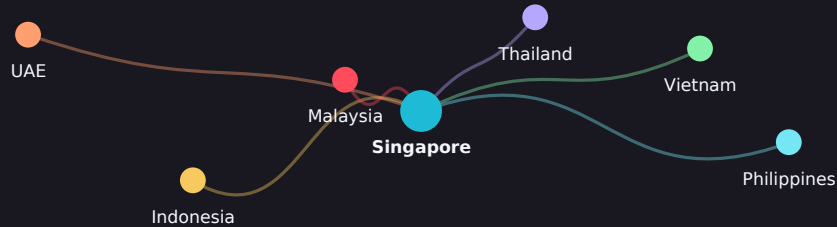
Deck checks

- Use a simple scenario model**
Base, conservative, and upside cases are clearer than one heroic forecast.
- Show runway and burn**
Explain monthly burn, hiring plan, vendor spend, and milestone runway.
- Tie use of funds to proof**
Each spending line should reduce one investor risk.
- Prepare assumptions**
Keep a backup sheet for CAC, conversion, churn, pricing, and market launch timing.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.

Overseas traction should show where the next market sits in the buying path: partner access, payment habits, regulation, support model, sales cycle, and proof collected before spend scales.



Part 3: Singapore-specific setup, grants, and overseas routes

Singapore is useful because it connects incorporation, grants, partners, talent, capital, policy, and regional access. The deck must show which route applies...

Singapore route checks

Company setup: make the legal base investor-readable

Foreign founders can build from Singapore, but setup details matter. Investors and partners need to know whether the operating structure supports banking, grants, work passes, local responsibility, and regional activity.

Why the rule matters

ACRA states that foreigners must engage a Corporate Service Provider to reserve a name and register a business structure. It also says every business must meet local residency requirements, and registration helps customers and suppliers check ownership.

53

● Founder note

Legal setup should not be hidden in the appendix. If the startup relies on Singapore as a credibility base, the deck has to show the structure is real, usable, and matched to the operating plan.

Deck checks



State the entity status

Show whether the Singapore entity exists, is planned, or is only under review.



Clarify founder location

Explain who will operate from Singapore and what work pass route applies.



List local requirements

Registered address, local resident role, company secretary, banking, and filings.



Connect setup to funding

Explain whether setup supports grants, investors, contracts, or regional sales.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.

EntrePass and founder proof: show innovation and founder fit

For foreign founders, the pitch deck and immigration/business documents often tell the same story. The company must show that it is more than a basic trading setup.

Why the rule matters

MOM describes EntrePass as a pass for serial entrepreneurs, high-calibre innovators, or experienced investors operating a business that is venture-backed or owns innovative technologies. It also states that the pass holder must hold at least 30% of the registered company.

58

● Founder note

EntrePass-related proof belongs close to founder, product, and market slides. Investors will notice if the legal route, founder role, and business story do not match.

Deck checks



Show founder role clearly

State founder ownership, operating role, and why the founder is needed in Singapore.



Prove innovation angle

Add IP, R&D; technical defensibility, product novelty, or venture-backed logic.



Prepare support documents

Funding proof, incubator support, research ties, IP files, or past track record.



Align deck and application

Do not let the deck claim one strategy while immigration files show another.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.

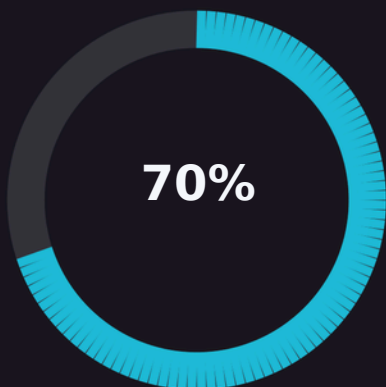
Grant readiness: make public support practical, not decorative

Grant slides often fail because they mention the scheme but not the work package. A stronger deck explains what activity is eligible, what evidence exists, what vendor or partner will deliver, and what the company learns from the activity.

Why the number matters

MRA supports overseas market promotion, overseas business development, and overseas market set-up. Support is up to 70% for eligible local SMEs and capped at S\$100,000 per company per new market.

S1



A grant slide should show eligibility, activity fit, market choice, vendor deliverables, and timeline before spending starts.

Deck checks

- Choose the grant route**
MRA, GIA, Startup SG Equity, or another path should match the business stage.
- Describe the activity**
Promotion, business development, set-up, accelerator, co-innovation, or equity support.
- Show eligibility gaps**
Local equity, operating entity, market limit, timeline, vendor, or documentation gap.
- Tie support to milestones**
A grant should reduce proof risk, not fill a vague budget hole.

● Founder note

Public support can strengthen a plan, but it should not replace customer proof. The deck should show how the scheme helps the company test, enter, or scale a defined market.

GIA and overseas access: turn networks into market proof

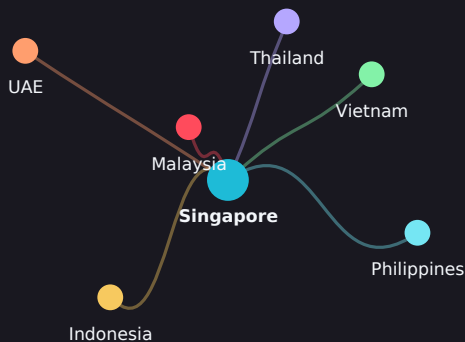
Market access programmes are useful only if the founder knows what to validate. Workshops and introductions become investor proof when they lead to buyer meetings, partner options, pilot scopes, or market-entry decisions.

Why the rule matters

Enterprise Singapore says GIA acceleration programmes support Singapore-based startups to expand overseas and international startups to expand in the region using Singapore as a springboard. GIA+ supports access to global accelerator cohorts, in-market experts, mentorship, resources, and networks.

S2

Overseas traction should show where the next market sits in the buying path: partner access, payment habits, regulation, support model, sales cycle, and proof collected before spend scales.



Deck checks

Define target learning
State what the programme should prove: buyer demand, partners, regulation, or channels.

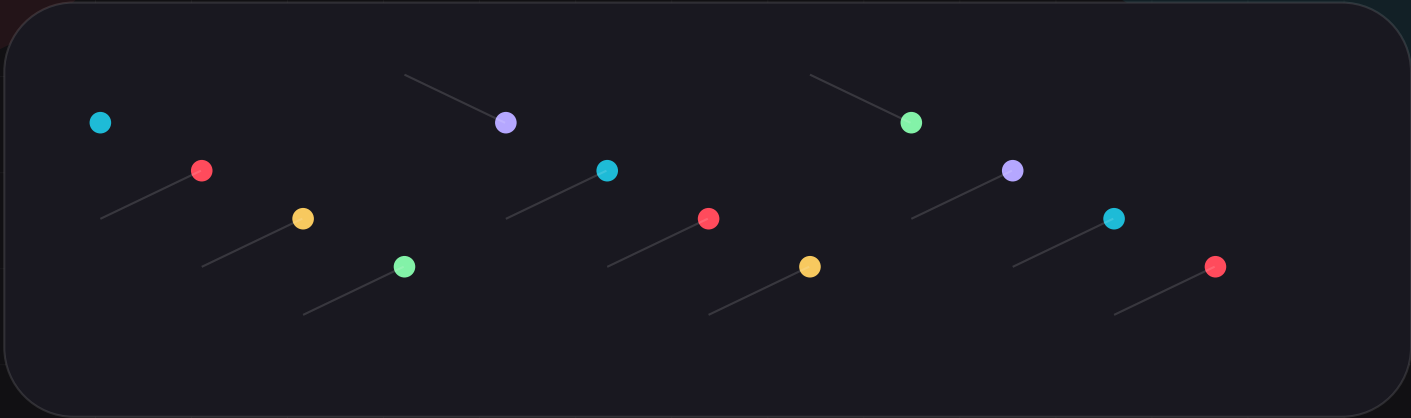
Track meeting quality
Separate broad networking from buyer, distributor, investor, or corporate meetings.

Record follow-up evidence
LOIs, pilot notes, reseller terms, integration needs, or procurement steps.

Show next market action
Explain what happens after the programme ends and who owns follow-up.

● Founder note

A network is not traction by itself. It becomes traction when it produces a concrete next action with a named buyer, partner, investor, programme, or market-entry route.



Part 4: discoverability, credibility, AI, and trust

Founders must explain how buyers will find the company, trust the claim, understand the offer, and choose it in crowded regional markets. Deck must show which route applies...

Trust and visibility

Discoverability: show how buyers find the company before sales talks

A pitch deck should explain demand creation. Investors need to know whether buyers will discover the company through search, partners, media, founder-led sales, communities, marketplaces, events, outbound, or platform ecosystems.

Why the number matters

e-Conomy SEA reported that online media GMV was on track to hit US\$34B in 2025, with advertising growth fueled by retail media networks, video commerce maturity, and AI-powered ad formats. Visibility is now fragmented across many surfaces.

S7

● Founder note

Discoverability matters because buyers increasingly shortlist before they speak to sales. If the company cannot be found, understood, and trusted in the research path, sales work starts too late.

Deck checks



Name discovery channels

Search, AI answers, partners, marketplaces, events, communities, outbound, or media.



Show channel evidence

Traffic quality, search queries, partner referrals, event leads, or inbound source data.



Connect to conversion

Explain which discovery route creates qualified conversations or revenue.



Avoid vanity reach

Do not use impressions alone unless they connect to buyer action.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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CREDIBILITY AND TRUST

Credibility: make the company easier to trust

Trust signals reduce investor and buyer hesitation. For Singapore startups, credibility often comes from public records, clear ownership, recognizable partners, pilot evidence, customer proof, governance, compliance posture, and third-party validation.

Why the rule matters

ACRA notes that business registration makes a business official, helps customers and suppliers check ownership, and allows a business to open bank accounts, protect IP, apply for grants and tenders, and separate personal from business assets.

S3

● Founder note

Credibility is not one slide at the end. It should appear wherever a risk exists. A strong deck places proof beside the claim that needs support.

Deck checks

- Add trust proof near claims**
Place logos, pilots, awards, licenses, customer evidence, or technical proof where relevant.
- Clarify what is verified**
Separate signed customers, pilots, LOIs, partner talks, media mentions, and advisors.
- Show governance basics**
Ownership, decision roles, data protection, contracts, board/advisors, and reporting cadence.
- Prepare claim support**
Back up claims about AI, cost saving, impact, security, or compliance.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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AI AND DEEP TECH PROOF

AI and deep tech: prove capability, data, and responsible use

Singapore is strengthening its AI position, but that also raises expectations. AI decks should explain the model, data source, evaluation, limitations, safety logic, and measurable outcome

Why the number matters

Singapore's National AI Strategy page says a National AI Council was established in February 2026 and that a May 2026 update set out 10 refreshed priorities. KPMG also reported that AI, semiconductors, and infrastructure attracted the largest share of Asia VC investment in Q1 2026.

S5, S9

● Founder note

The phrase "AI-powered" is not enough in 2026. Investors will ask what is defensible, what is safe, what is measured, and why the same result cannot be copied quickly.

Deck checks

Define AI role
State what AI does, what humans review, and what is not automated.

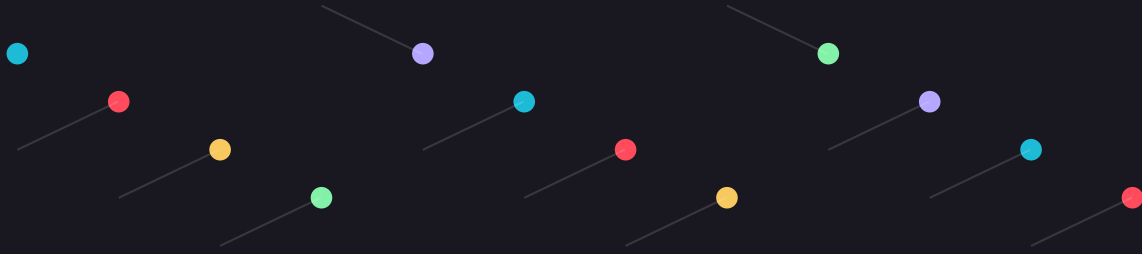
Show evaluation evidence
Accuracy, hallucination control, bias checks, uptime, latency, or benchmark results.

Explain data rights
Data source, consent, retention, security, and integration constraints.

Connect AI to buyer value
Show time saved, risk reduced, revenue gained, cost cut, or compliance improved.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



Part 5: due diligence, deck flow, and investor meeting readiness

The best pitch deck does not only impress in the room. It survives follow-up questions, document review, and investor partner discussion.

Investor review



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DUE DILIGENCE

Due diligence: prepare the file before the call goes well

Founders often wait until after investor interest to clean documents. That delay can weaken momentum. Due diligence readiness should begin before outreach.

Why the number matters

Public and private capital played an outsized role in large financings across Asia in Q1 2026, according to KPMG. More institutional capital usually means stronger documentation expectations, especially for AI, infrastructure, deep tech, and regulated sectors.

59

● Founder note

A data room is part of the pitch. It shows whether the founder can move from attention to diligence without losing trust.

Deck checks

- Corporate documents**
ACRA profile, cap table, shareholder agreements, board decisions, and option plans.
- Financial records**
Model, bank records, revenue proof, tax files, payroll, invoices, and runway view.
- Customer and product proof**
Contracts, pilots, LOIs, demos, usage data, security notes, and roadmap.
- Risk and compliance files**
IP, data protection, licensing, claims evidence, vendor terms, and policies.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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DECK FLOW

Deck flow: make each slide remove a specific doubt

Deck flow is not about using a fashionable slide order. It is about reducing uncertainty in the right sequence: problem, market, product, proof, GTM, economics, team, ask, and data room.

Why the number matters

Startup SG Equity's 2026 top-up targets both early-stage and growth-stage deep-tech companies. When a scheme expands across stages, deck flow should make stage clear. Early decks sell proof path. Growth decks sell scale repeatability.

S4

● Founder note

A strong deck has momentum. Each slide gives the investor one reason to keep reading and one less reason to doubt the next claim.

Deck checks



Start with buyer pain

Do not open with technology unless the technology itself is the market pull.



Introduce proof early

Show customer, technical, or market evidence before the investor has to ask.



Keep risk visible

Mention what remains unproven and how funding will test it.



End with a precise ask

Amount, use, runway, milestones, and next round logic should fit together.

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.



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INVESTOR Q&A

Investor Q&A;: prepare the questions behind the slides

Investor conversations usually test the logic behind the deck. Founders should prepare answers for claims that look simple on a slide but become complex in discussion.

Why the number matters

Q1 2026 funding data shows concentration around enterprise applications, enterprise infrastructure, FinTech, AI, semiconductors, and infrastructure. These areas often involve longer sales cycles, heavier proof, and stronger buyer risk review.

S6, S9

● Founder note

A deck is the opening file. The Q&A; is the real test. Prepare the spoken version of every claim before the deck reaches investors.

Deck checks



Market risk answers

Why this market, why now, why this segment, and why this sequence?



GTM risk answers

What channel works, what is not proven, and what will change by market?



Product risk answers

What works today, what is defensible, what can break, and what must be built next?



Money risk answers

Why this raise, what it proves, and what happens if growth is slower?

● Deck decision test

Use this section to remove one source of investor doubt. The slide should state what is proven, what is still untested, which backup file supports the claim, and what next milestone would make the company easier to fund, partner with, or expand overseas.

Slide-by-slide pitch deck checklist

Use this as the final pass before sharing the PDF deck. Keep the slide count lean, but make sure each slide has a clear job.

1. Cover

- Company name, one-line outcome, sector, Singapore or regional angle, date, contact.

2. Problem

- Pain, buyer type, urgency, current workaround, cost of delay.

3. Market and timing

- Singapore/ASEAN market logic, target segment, timing driver, competition pressure.

4. Solution

- What the product does, who uses it, why it is different, and proof of function.

5. Product demo

- Screens, workflow, architecture, AI/data layer, or live pilot evidence.

6. Customer proof

- Interviews, pilots, LOIs, contracts, waitlist quality, usage, or revenue.

7. Business model

- Pricing, contract type, gross margin, sales cycle, renewal logic.

8. GTM plan

- Channels, acquisition cost, partner route, discoverability, local proof, conversion path.

● What to check after these slides

By slide eight, an investor should understand the buyer, the current proof, how demand is created, and why Singapore or the first target market makes sense. If the deck still feels abstract here, the later slides will not fix it.

Slide-by-slide pitch deck checklist continued

The second half of the deck should prove readiness: financial logic, overseas activity, team, risks, ask, and the diligence file behind the story.

9. Traction metrics

- Core metric, growth, cohort quality, retention, pipeline, or usage depth.

10. Competition

- Alternatives, switching logic, positioning, defensibility, and market edge.

11. Overseas plan

- Target markets, route, programme or partner support, budget, and first milestones.

12. Financial model

- Revenue model, burn, runway, assumptions, scenario view, milestone cost.

13. Team

- Founder-market fit, technical depth, sales ability, advisors, governance.

14. Risk and compliance

- Data, AI, IP, licences, claims, local rules, regulatory dependencies.

15. Ask

- Raise amount, use of funds, grant route if relevant, runway, proof milestones.

16. Appendix

- Data room index, customer notes, product evidence, source links, legal files.

● What to check after the full deck

A complete deck should let an investor explain the business to a partner without the founder in the room. If the story falls apart when repeated by someone else, the deck is not clear enough yet.



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FINAL PASS

Printable final readiness checklist

Use this page after fixing the deck. Mark each item only when the proof is visible in the deck or prepared in the appendix/data room.

1. Ready check
The problem is written as a buyer pain, not a theme.

3. Ready check
Singapore, ASEAN, or overseas market sequence is explained.

5. Ready check
Customer proof is grouped by pattern, not scattered anecdotes.

7. Ready check
Pricing, margin, CAC, and support cost are connected.

9. Ready check
Credibility signals sit beside claims that need support.

11. Ready check
Grant or programme references match eligibility and activity.

13. Ready check
Founder roles, governance, and Singapore setup are clear.

15. Ready check
Due diligence files are ready before investor follow-up.

2. Ready check
The first customer segment is specific and budget-aware.

4. Ready check
The product is demonstrated with evidence, not only described.

6. Ready check
Traction metrics separate activity from qualified demand.

8. Ready check
Discoverability channels are named and tied to conversion.

10. Ready check
AI, data, IP, or compliance claims have backup evidence.

12. Ready check
Overseas activity has market, partner, and budget logic.

14. Ready check
Financial model shows scenarios, runway, and assumptions.

16. Ready check
The ask connects amount, use of funds, runway, and milestones.



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ACTION PLAN

30-day sprint to rebuild a weak deck

If the score is below 70, do not only redesign the slides. Use 30 days to create missing proof, clean the logic, and prepare investor follow-up materials.



Days 1-5 - Audit the deck

Score all sections, list weak claims, collect missing documents, and choose the top five investor objections.



Days 6-12 - Fix buyer proof

Run focused customer interviews, update the problem slide, clarify ICP, and collect objection patterns.



Days 13-18 - Repair GTM and overseas logic

Define channel route, market order, MRA/GIA fit, partner needs, and first market-entry learning goals.



Days 19-24 - Tighten economics and due diligence

Update model, assumptions, use of funds, corporate files, customer evidence, IP/data files, and risk notes.



Days 25-30 - Rehearse investor Q&A

Rebuild the deck, prepare spoken answers, create appendix slides, and test the story with one critical reviewer.

Founder rule

Do not treat the deck as the work. The deck records the work. When the proof is thin, the highest-value task is usually customer validation, data cleanup, local market research, or due diligence preparation - not another slide template.

Need help making your startup easier to understand, trust, and back?

aboveA helps founders connect strategy, discoverability, credibility, investor proof, and go-to-market execution. For Singapore-linked startups, that can include pitch-deck logic, market-entry planning, SEO and AI-search visibility, data-room readiness, and proof-building before investor or grant conversations.

● Investor proof audit

Clarify story gaps, missing evidence, risk points, and what must be fixed before outreach.

● APAC GTM planning

Build market sequence, channel logic, local proof needs, and overseas activity milestones.

● Discoverability and credibility

Improve how buyers, partners, investors, and AI-assisted search systems understand the company.

Contact and company details

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This resource is for educational and planning use. It is not legal, tax, grant, or immigration advice.

S10

Build a pitch investors can understand



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SOURCES

Source notes used in this checklist

These sources informed the Singapore-specific context, data points, grant references, company setup notes, and aboveA company details. Always verify eligibility and rules before making legal, immigration, grant, or fundraising decisions.

- S1 Enterprise Singapore - Market Readiness Assistance Grant**
<https://www.enterprisesg.gov.sg/financial-support/market-readiness-assistance-grant>
- S2 Enterprise Singapore - Global Innovation Alliance**
[https://www.enterprisesg.gov.sg/grow-your-business/innovate-with-us/market-access-and-networks/global](https://www.enterprisesg.gov.sg/grow-your-business/innovate-with-us/market-access-and-networks/global-innovation-alliance)
- S3 ACRA - Requirements and eligibility for business registration**
<https://www.acra.gov.sg/register/business/requirements-eligibility/>
- S4 Enterprise Singapore - Startup SG Equity Budget 2026 media release**
[https://www.enterprisesg.gov.sg/resources/media-centre/media-releases/2026/march/mr01026_startup-sg-](https://www.enterprisesg.gov.sg/resources/media-centre/media-releases/2026/march/mr01026_startup-sg)
- S5 Smart Nation Singapore - National AI Strategy update page**
<https://www.smartnation.gov.sg/initiatives/national-ai-strategy/>
- S6 TechNode Global / Tracxn - Southeast Asia startup funding Q1 2026**
<https://technode.global/2026/04/15/southeast-asians-startups-total-funding-surges-110-percent-year-o>
- S7 Temasek / Google / Bain - e-Economy SEA 2025 report announcement**
<https://www.temasek.com.sg/en/news-and-resources/news-room/news/2025/e-economy-sea-2025-report-aseans>
- S8 Ministry of Manpower Singapore - EntrePass eligibility**
<https://www.mom.gov.sg/passes-and-permits/entrepass/eligibility>
- S9 KPMG - Asia Q1 2026 Venture Pulse report**
<https://kpmg.com/xx/en/what-we-do/industries/private-enterprise/venture-pulse/asia.html>
- S10 aboveA - company details and contact**
<https://abovea.tech/>