

Startup Screener Sample Cohort: LedgerLeaf

Founder: Amira Rahman | Source deck: ledgerleaf-seed.docx

This is a synthetic sample pitch deck used for the public Startup Screener evaluator demo.

Problem

- Small businesses struggle with sustainability bookkeeping, but the deck only lightly supports the urgency with user evidence.

Solution

- The workflow is understandable, yet the current story does not prove strong switching-cost relief or compliance time savings.

Market

- Market sizing is broad and mostly narrative, without clear segmentation or budget-owner proof.

Traction

- Pilot conversations are underway, but the deck does not show retained usage, revenue, or repeatable activation.