

PitchBridge AI Powered Startup–Investor Matchmaking & Pitch Analysis Platform

Tanishk Agrawal,¹ Utkarsh Gopal,² Snehal Rane³, Richa Saroj⁴

^{1,2,3,4}Computer Science Engineering, Bharati Vidhyapeeth (Deemed to Be University) College of Engineering Pune

Peer Review Information	Abstract
<i>Type: Article</i> <i>Received: 30 March 2026</i> <i>Revised: 25 April 2026</i> <i>Accepted: 03 June 2026</i> <i>Published: 22 June 2026</i>	Abstract PitchBridge is a platform that helps startups find investors and improve their fundraising process. Startups often have a time finding the right investors and making good pitch decks. They also have to use a lot of tools to manage their fundraising tasks. PitchBridge helps with these problems by giving startups a website where they can register find investors get help with their pitch decks manage their fundraising and even practice pitching. The website uses technology like React to make the user interface nice Node.js and Express for the server and MongoDB to store all the information. PitchBridge also uses ai modals to look at pitch decks and figure out how good they are. This helps startups because it saves them time and makes their pitches better. The founders of startups can also use this to get ready, for fundraising. The main goal of PitchBridge is to give all startup founders the tools they need to raise money in a way. PitchBridge wants to help startup founders by giving them the tools and information they need to do with fundraising. The platform uses ai modals to look at pitch decks and give founders feedback so they can make their pitches better. PitchBridge is trying to make it easier for startups to find investors and get the money they need. PitchBridge is a platform that helps startups find investors and improve their fundraising process. PitchBridge wants to make it easier for startups to find investors and raise funds by using PitchBridge. Keywords: Startup Fundraising; Investor Matchmaking; AI Pitch Analysis; Web Application; Natural Language Processing

How to Cite This Article

Agrawal, T., Gopal, U., Rane, S., & Saroj, R. (2026). PitchBridge AI powered startup–investor matchmaking & pitch analysis platform. *International Journal of Advanced Scientific Research and Engineering Trends*, 10(1s), 92–95.

Introduction

The global startup scene is growing fast and that means it is getting harder for new companies to get the money they need. To get this money the people who start these companies have to find the investors make a good presentation keep track of who they talk to and make their presentation better based on what people say. Most of the time these company founders use a lot of different tools that do not work well together like lists of investors, spreadsheets and people they hire to help them, which makes things inefficient and does not give good results.

PitchBridge is a way to make the process of getting money for a new company easier. It is a place where company founders can manage their company information use ai modals to make their presentations better search for investors who might be interested and practice presenting their company using ai modals to simulate what it would be like to present to real investors. By using ai modals to automate some tasks giving company founders information to help them make decisions and making it easy to use PitchBridge helps company founders and investors work together more easily which makes getting money for a new company less expensive and less complicated. PitchBridge is a tool that can really help the startup ecosystem by making fundraising easier for early-stage founders and PitchBridge can make a big difference, in the way company founders raise capital.

Problem Definition

Startup founders who are just starting out have a lot of problems when they are trying to get money from investors:

- One big problem is finding investors who're interested in the same things as them, like the kind of business they do where they are located and how much money they need.
- They also do not get feedback on the presentations they give to investors.
- Startup founders have to pay a lot of money to people who can help them make their presentations better.
- They do not have tools to keep track of the investors they talk to and what they said.
- Startup founders also have to use a lot of tools to get their work done which is really annoying.

Motivation

India is a place for startups now. Many startups in India do not get the money they need. This is not because they are not innovative. It is because they are not good at presenting their ideas to investors and they do not know which investors to talk to. There are some platforms that try to help with this problem. They do not do a very good job. They only help a bit. PitchBridge wants to change this. We want to make a platform that's affordable and easy to use. We want to use intelligence to help founders make good pitch presentations and find the right investors. This way founders can get the money they need to make their startups successful. PitchBridge is about helping startups, like these get the funding they need.

Objectives and Scope

The main goals of the project are:

- To create a system that uses intelligence to look at pitch decks.
- To make a system that matches investors with startup companies.
- To give people tools to manage the process of getting money and handling subscriptions.
- To let people practice pitching and get feedback from intelligence in real time.

The project will include making the user interface and the server side designing the database making artificial intelligence analysis work and making sure payments are secure. The project will not include talking to investors or lawyers or handling financial things or dealing with people who invest money.

Literature Survey

Lots of people are working on making fundraising and helping people make good pitches. There are websites like AngelList and Crunchbase that have a lot of information about investors. They do not tell you which investors are a good fit for you or give you feedback on your pitch. There are also tools to help you keep track of conversations with investors. They do not help you make your pitch better or find the right investors.

Some new research is showing that computers can be really good at looking at pitches and giving feedback to make them clearer and easier to understand. These computers can look at what you're saying in your pitch find the important parts and then give you ideas on how to make it better.

There are also systems that can help you find investors without having to do a lot of work. However most of the time these systems are

separate. Do not work together to help you with your pitch find investors and manage your fundraising.

PitchBridge is different because it puts all of these tools together in one place. It uses computers to look at your pitch and give you feedback helps you find investors that're a good fit and gives you tools to manage your fundraising. This makes it a helpful tool, for people who are just starting out with their own companies.

Proposed System

The proposed system is a full-stack web application built using a modular and scalable architecture. It consists of four main components:

- **Frontend Module:** The frontend part is built with React and TailwindCSS. It gives a to-use interface, for authentication, onboarding, uploading pitches, searching for investors, seeing dashboard details, managing subscriptions.
- **Backend Module:** The backend part uses Node.js and Express.js. It takes care of authentication, business logic, processing pitches, filtering investors, checking payments, communicating with the frontend through APIs.
- **Database Module:** We use MongoDB as our database. This is where we keep all the information about user profiles, startup details, investor data, pitch analysis results, subscriptions and target lists. The database is very important for our system. We want to be able to find things in the database. So we add indexing to make search faster.
- **AI Processing Module:** The AI module is used with the PDF pitch decks that users upload to our system. It takes the text out of these pitch decks. Then it uses natural language processing to check the text. The system looks at the problem the solution, the market size, the traction and the team. These are the areas that the AI module checks. It gives founders scores and feedback on how to improve their pitch decks. The AI module checks if the pitch deck is clear, complete and strong, in these areas. The AI module helps founders make their pitch decks better by giving them feedback. Founders can use this feedback to improve their pitch decks and make them more effective.

Implementation Overview

The system uses a JavaScript setup. It has secure login, through OAuth and JWT. Razor pay handles subscriptions and payments. There's a pitching module that uses speech API to talk to investors and give feedback. The tests show that the API responds quickly AI works well. Users have a smooth experience.

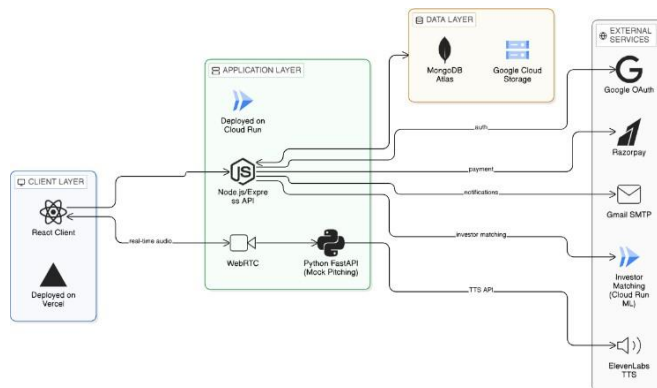


Fig. 1: System Architecture of Complete Modal

Conclusion

PitchBridge shows how AI and web technology can make it easier for startups to raise funds. It brings together finding investors managing fundraising and practicing pitches in one place. This really helps founders of early-stage startups who face challenges. The platform means startups do not have to rely on outside consultants. It helps them improve their pitches and target the investors. PitchBridge wants to get better by adding features like suggestions real feedback from investors and more data analysis. This will make PitchBridge a solution that can grow and work well for startups. The goal is to make PitchBridge a helpful tool for startups. PitchBridge is working on making fundraising simpler and more effective. It uses AI and web technology to make pitching to investors easier. The platform helps startups prepare and practice their pitches. It also helps them find investors who're a good match. PitchBridge aims to be a one-stop solution, for fundraising.

References

1. Giuggioli, G., Pellegrini, M. M., & Giannone, G. (2024). Artificial intelligence as an enabler for entrepreneurial finance. *Management Decision*. <https://www.emerald.com/md/article/doi/10.1108/MD-10-2023-1926/1259554/Artificial-intelligence-as-an-enabler-for>

2. Sun, E., Hou, Y., Wang, D., Zhang, Y., & Wang, N. X. (2021). D2S: Document-to-slide generation via query-based text summarization. *arXiv preprint arXiv:2105.03664*. <https://arxiv.org/abs/2105.03664>
3. Yang, S., & Berger, R. (2017). Relation between start-ups'online social media presence and fundraising. *Journal of Science and Technology Policy Management*. <https://www.emerald.com/jstpm/article-abstract/8/2/161/248378/Relation-between-start-ups-online-social-media?redirectedFrom=fulltext>
4. Kuckertz and T. Kollmann. Investor Relations for Startups, International Journal of Technology Management, 2018. Investor Relations for Startups: An Examination of Venture Capital Investors'. <https://www.researchgate.net/publication/228248888>.
5. SpringerLink. (2023). Decision Support Systems for Venture Investment Using AI. *Annals of Operations Research*. Available at <https://link.springer.com/article/10.1007/s10479-02305583>.
6. Rasul, S. (2023). Web Based Platform for Startups and Investors. *International Journal for Research in Applied Science and Engineering Technology (IJRASET)*. <https://www.ijraset.com/researchpaper/web-based-platform-for-startups-and-investors>.
7. Smit, R. (2023). Web-based Platform for Startups and Investors. Bachelor Thesis, University of Twente. <https://essay.utwente.nl/98583/1/SmitBABMS.pdf>.
8. Gornall, W., & Strebulaev, I. (2022). The Economic Impact of Venture Capital: Evidence from Public Companies. NBER. <https://www.nber.org/system/files/workingpapers/w29847/w29847.pdf>.
9. SpringerLink. (2023). Decision Support Systems for Venture Investment Using AI. *Annals of Operations Research*. <https://link.springer.com/article/10.1007/s10479-023-05583>
10. Ricci, F., Rokach, L., & Shapira, B. (2015). *Recommender Systems Handbook*. Springer. (Useful for learning collaborative and content-based filtering).
11. Aggarwal, C. C. (2018). *Machine Learning for Recommender Systems*. Springer. (Covers algorithms such as K-means, decision trees, logistic regression).
12. Bishop, C. M. (2006). *Pattern Recognition and Machine Learning*. Springer. (Covers basic machine learning algorithms)
13. Zhang, Y., & Chen, X. (2020). Explainable Recommendation: A Survey and New Perspectives. *Foundations and Trends® in Information Retrieval*. <https://arxiv.org/abs/1804.11192>.
14. Lyu, S., Ling, S., Guo, K., et al. (2021). Graph Neural Network Based VC Investment Success Prediction. *arXiv*, May 2021. Investigates applying GNNs to predict startup success from investor-founder networks
15. Petersone, S., Tan, A., Allmendinger, R., et al. (2022). A Data-Driven Framework for Identifying Investment Opportunities in Private Equity. *arXiv*, Apr 2022. Suggests XAI-based deal screening frameworks
16. Ozince, E., & Ihlamur, Y. (2024). Automating Venture Capital: Founder Assessment Using LLM-Powered Techniques. *arXiv*, Jul 2024. Uses LLMs to assess founders and forecast startup performance.
17. Maarouf, A., Feuerriegel, S., & Pröllochs, N. (2024). A Fused Large Language Model for Predicting Startup Success. *arXiv*, Sep 2024. Fuses text descriptions and metadata to forecast startup success. [18] Acuity Knowledge Partners (2024). How AI Is Revolutionizing Venture Capital & Private Equity. Blog. Emphasizes AI-driven deal sourcing, due diligence, and portfolio tracking.
18. Robin Waite (2025). The Future of Venture Capital: How AI and Big Data Are Transforming Investment Choices. Blog, June 2025. Talks about the use of AI in sourcing, predictive analytics, and risk identification.
19. Alpha Sense (2025). Venture Capital in the Age of AI: Revolutionizing Due Diligence. Blog. Addresses AI/GenAI workflows from document analysis to risk scoring.
20. Forbes (2025). Laney, D. B., The AI-Driven VC: A New Age in Investing. Describes VC firms embracing AI to improve deal sourcing and making.