

# Case Study

## Pitch Stage

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### About the Case Study

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**Pitchset** is a collaborative fundraising and investment platform that connects **Founders** (seeking funding) with **Investors** (looking for opportunities). The platform simplifies fundraising by providing a structured pitch submission system, secure investor-founder communication, and event-based pitch presentations using integrated video technology.

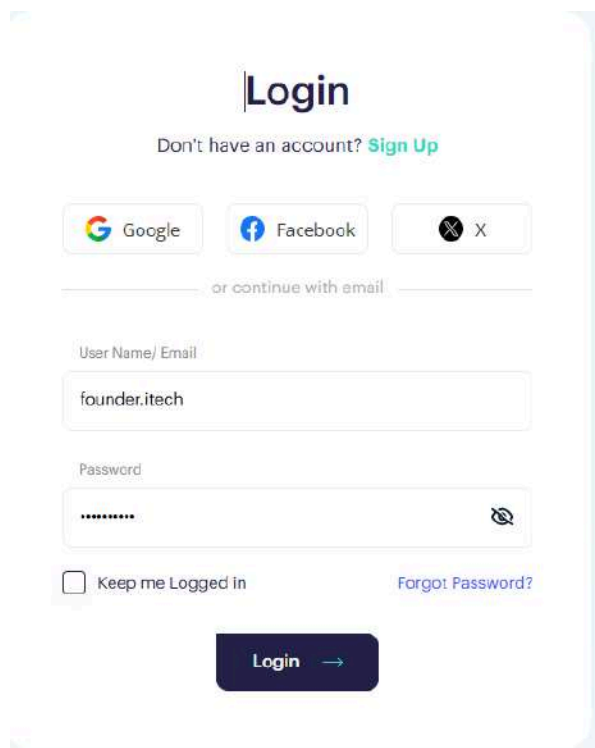
It enables founders to share detailed business information with potential investors, while investors can evaluate, raise funds, and track opportunities in real-time.

## User Journey Through

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### Common Features

- **Authentication:**
  - Login with email or social login (Google, Facebook, X).





The image shows a login interface with the following elements:



- Title:** Login
- Link:** Don't have an account? [Sign Up](#)
- Social Login Buttons:** Google, Facebook, X
- Text:** or continue with email
- Form Fields:**
  - User Name/ Email: founder.itech
  - Password: [masked]
- Form Elements:**
  - Keep me Logged in
  - [Forgot Password?](#)
  - Login** button with a right arrow




- Register with email verification.

## Create an account

Already have an account? [Login](#)

 Continue As a Investor 

 Continue As a Founder 

 Google  Facebook  X


or continue with email


First Name


Last Name

User Name

Email

Password  
 

Confirm Password  
 


**Register** 

- Forget/Reset password functionality.

## Forgot Password

Enter the email address that associated with your account to Verify.

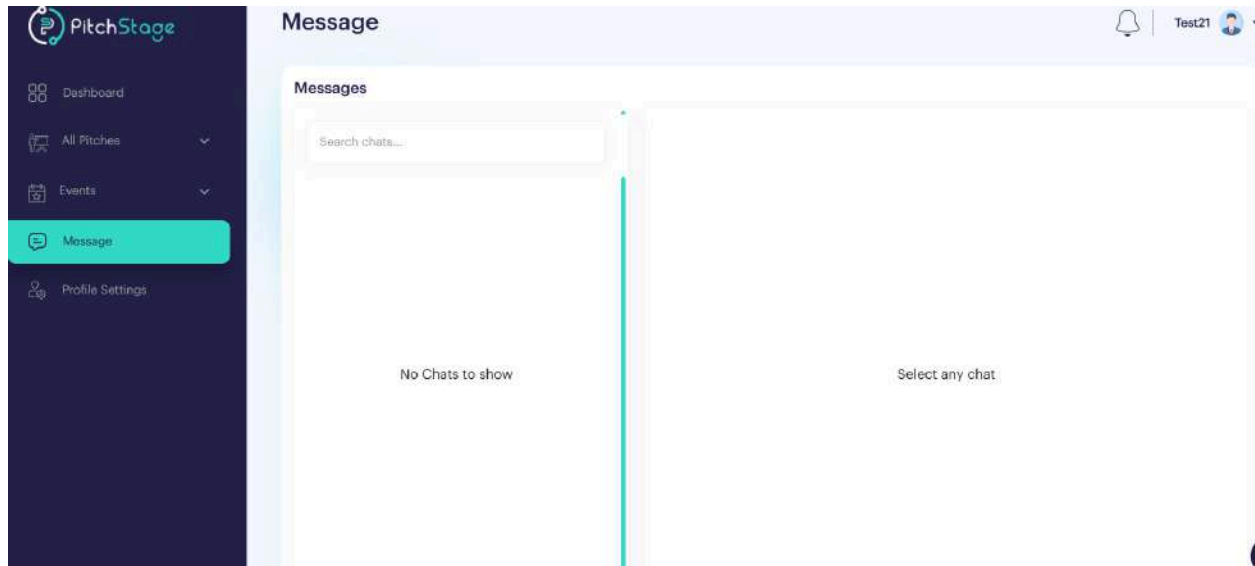
Email

**Continue** 

[← Back to Login](#)

- **Messaging:**

- One-to-one chat.
- Chat list for ongoing conversations.



- **Profile Settings:**

- Basic profile info.
- Bank details.
- Company details.
- Business plans & documents.
- Financial information.
- Pitch and presentation materials.

**Profile Settings** Founder Test

**Personal Information** Edit

	<b>Full Name *</b> founder test	<b>Country Code*</b> +1
	<b>Email</b> founder.itech@yopmail.com	<b>Contact Number *</b> 8787878787
	<b>Password</b> *****	
	<b>Professional Background</b> Nemo atque explicabo	
	<b>Next</b> →	

- **Support System:**
  - Ticket-based support system hosted on a subdomain.

**SUPPORT CENTER** Guest User | [Sign In](#)  
Support Ticket System

[Support Center Home](#) [Open a New Ticket](#) [Check Ticket Status](#)


**Sign In**

To better serve you, we encourage our Clients to register for an account.

Not yet registered? [Create an account](#)

I'm an agent — [sign in here](#)

founder.itech pitchset.com  
\*\*\*\*\*  
Manage passwords...



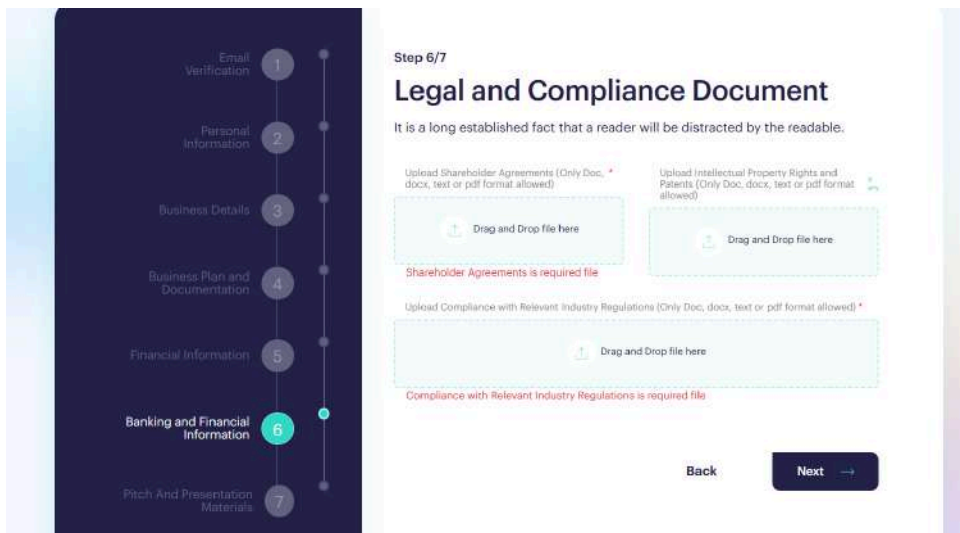
If this is your first time contacting us or you've lost the ticket number, please [open a new ticket](#)

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## Founder Features

### 1. Profile Wizard

- Step-by-step onboarding process:
  - Email verification.
  - Personal Information.
  - Business details.
  - Business plan & supporting documents.
  - Financial information.
  - Banking details.
  - Upload pitch decks & presentation materials.



## 2. Pitch Management

- **Create Pitch:** Wizard-based process for structured submissions.
- **Saved by My Investor:** See investors who saved pitches.
- **Pitch History:** Track previously submitted pitches.

**Create New Pitch**

**Deal Overview** Step 1/4

Title of the deal or project \*

Industry and Sector \*

Categories \*

Deal description or tagline \*

Cover image \* (Preferred dimensions: 1024x1024px)

**Company Information** Step 2/4

Company Name \*

Company Location \*

Funding date \*

Significant Milestones \*

### 3. Fundraising

- **Raised Amount:**
  - Founders can track amounts raised.
  - Accept or decline contributions.

### 4. Events

- **Create Events:**
  - Online (via Agora) or in-person events.
  - Select attendees via email or registered profiles.
- **Event Categories:**
  - Ongoing, Upcoming, Previous.
- **Event Purpose:** Founders present their pitch live and attract investors.

**Events** 🔔 Founder Test

**Create New Event**

Event Title \*

Enter event title

Pitch \*

Select...

Event Type \*

Online  In Person

Description \*

Enter a brief description (if needed)

Event Attendee \*

Select...

Scenarios \*

Select...

Cover Image

Drag and Drop file here

Event Start Time \*

mm/dd/yyyy --:--

Event End Time \*

## Investor Features

### 1. Dashboard







**PitchStage** Hi investo! 🎉 🔔 Investo Test

Total Invested Business: 0

Total Invested Amount: \$0.00

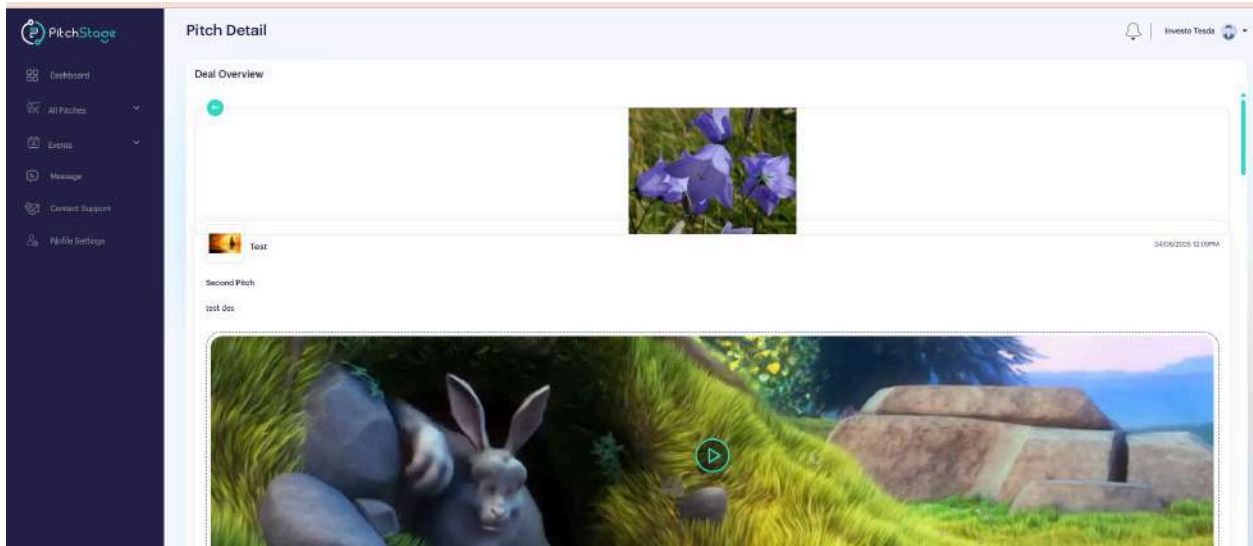
Total Pitches: 16

**Trending Opportunities** See all →

 <p>Twir</p> <p>Second Pitch</p> <p>twir.de</p>	 <p>Paul Webster</p> <p>Beatae Cum Aut Proel</p> <p>Incidunt consequat</p>	 <p>Qwerty</p> <p>Qwerty</p> <p>qwerty</p>
 <p>No</p>	 <p>Company Name C...</p>	 <p>Text Founder Co...</p>

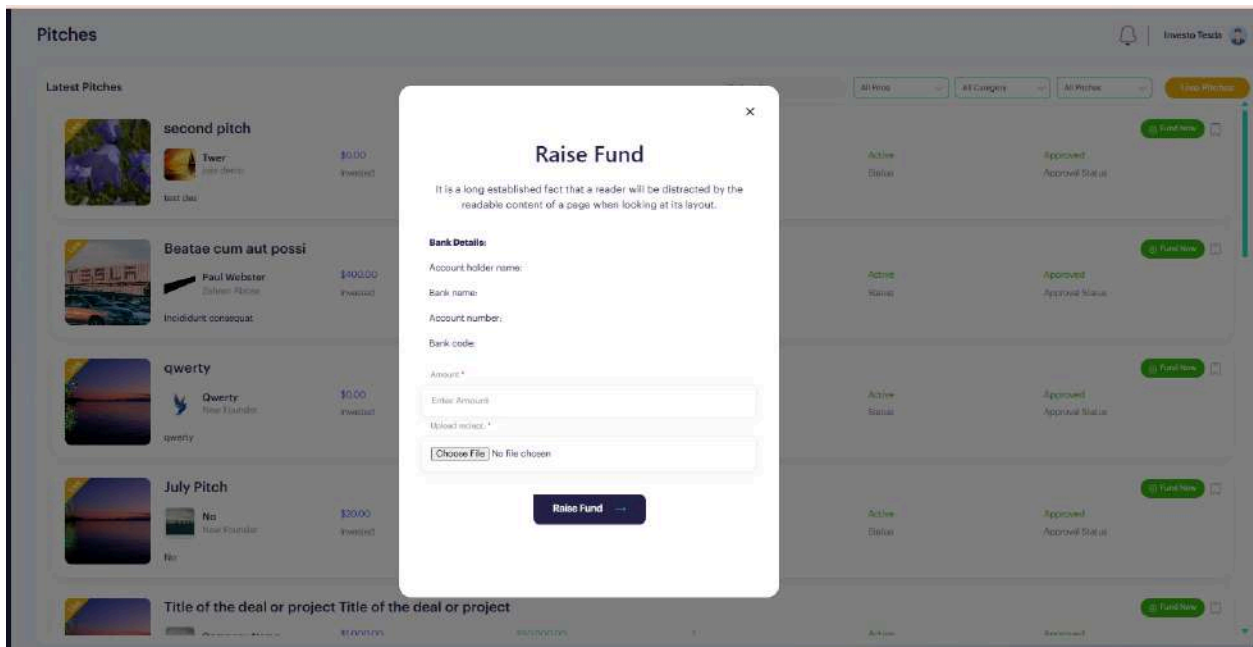
### 2. Pitch Exploration

- Browse all listed pitches.
- View detailed pitch pages with documents and financials.



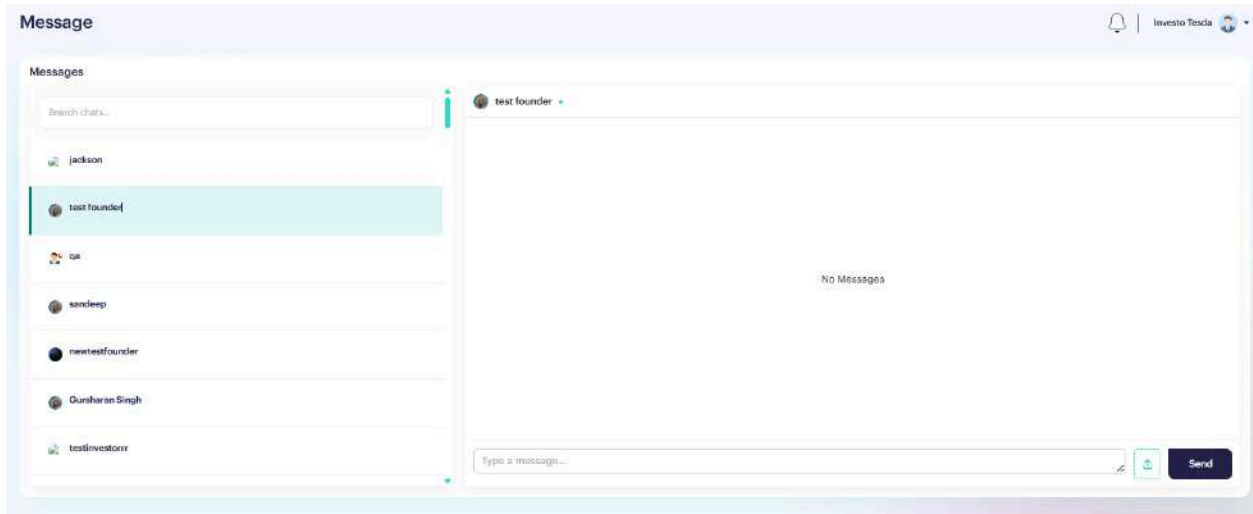
### 3. Fundraising Participation

- **Raise Fund:** Commit investment by uploading a receipt to the founder's designated bank account.



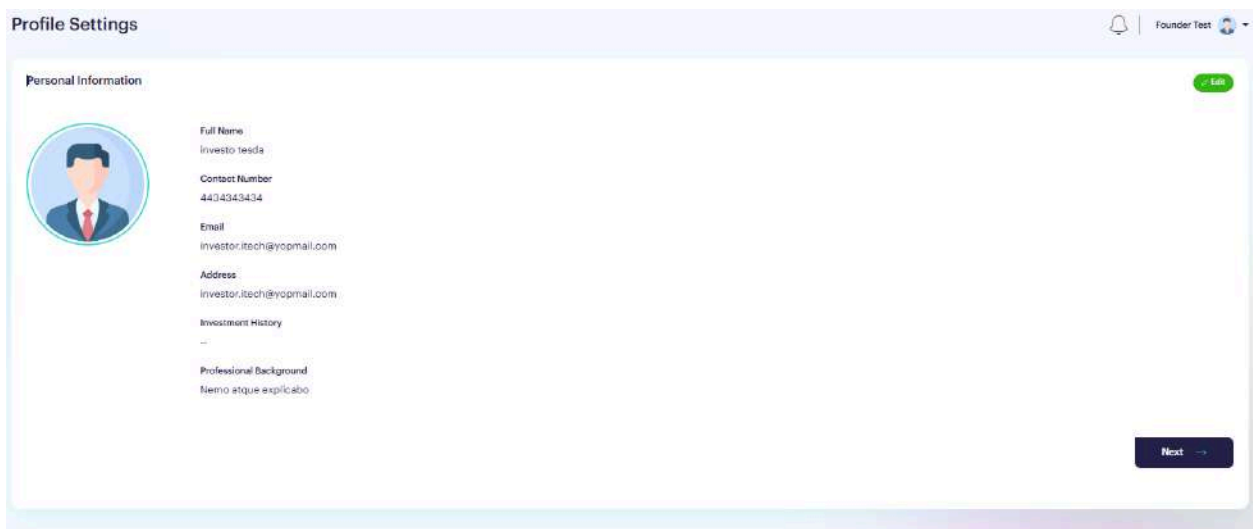
### 4. Communication

- One-to-one chat with founders.
- Chat list for active discussions.



## 5. Profile

- Maintain investor profile with relevant information.



## Technology Stack

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### Backend

- Laravel—

- **Database:** MySQL
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## Frontend

- **ReactJS** – Component-driven UI with modern client-side rendering.
- **Social Login APIs (Google / Facebook / X)** – Simplified signup & authentication.