

# The Pitch Canvas©: **Company Edition**

## Simple Statement of the change you and your product/service are making in the world.

A memorable one-sentence explanation of what you do for customers.



### Pain (+ Gain)

What problem is out there in the world of the customer?  
How big is that problem? Can you quantify the opportunity/  
market size?  
What are the issues that keep your audience awake at night,  
that you are addressing with your solution?  
What are their big challenges in business, and in the area  
that you are addressing?



### Product

As simply as possible: what does your product do for customers?  
What opportunities do you provide for customers to be faster,  
more cost-effective, more efficient, happier, safer..?  
What is the content and structure on a high level?  
What gain does it bring?  
Explain the product in terms of results where possible.



### Product Demo

How can you bring your product to life ?  
Live demo? (always risky, but powerful if it works...)  
Screenshots? Physical product?  
Video of the product working on-screen?  
Can you show a real customer using it? Or talking  
about it



### What's Unique

Technology/Relationships/Partnerships  
How do you help your customers get results differently to  
your competition, or alternatives?  
Show you have researched the market and know what  
competition is out there.



### Traction/Success so far

Success so far? Growth in sales, growth in user numbers?  
Pilot customers? Major brands?  
Customer reference quotes or movies?  
Have other parts of your/their organisation bought in?  
Use data and facts to strengthen your case.



### What's in it for them?

What is their company strategy? How does your proposition fit?  
How will your offer help them reach their goals and ambitions?



### What do you need?

What is the objective of the pitch?  
What do you want the audience to do on a macro level?  
(e.g. 'Buy now!')  
What do you want the audience to do as a first next step?  
(e.g. 'Book a one hour follow up meeting.')

Be transparent: tell them what you want, and what the next  
step is.  
Don't forget to ask for the order, or the resources you need!



### Team

Who are the people behind the offer?  
Why should they believe that you are the people to  
deliver them value?  
What qualities do your people have - both rational  
(skills, experience) and non-rational (character,  
personal qualities) - to convince that you are the  
people to work with?



## End statement with Call to Action

Finish the pitch strongly with a clear request for the audience to take action.



## Why You?

Why do you care about solving this problem for your customers?  
Has your life been affected by this industry and business?  
Why should your audience have confidence that you will deliver what you promise?



DESIGNED BY: Best 3 Minutes  
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Designed for Companies. Based on The Pitch Canvas© for Startups. Illustrations: BirgitSmit.com

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