

Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas®

An entrepreneurial brainstorming tool that helps you structure and visualize your pitch on one page.

Simple Statement of what change you and your product are making in the world. A memorable one-sentence explanation of what you do for customers.	
Pain (+ Gain) What problem are you solving for your customers? What does the pain result in? Can you make the pain a human problem, that everyone can relate to? How many people need this problem solved - market size? Have you validated that people will pay to have it solved?	Product As simply as possible: How does it work? What does your product do for customers? What can your customers do as a result of your product? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer? How have you tested it with customers? (Be sure to let the product dominate the pitch.)
Product Demo Live demo! (Always risky, but powerful if it works...) A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute. Screenshots are also OK, but can look like a mock-up - showing product on screen is better. Can you show a real customer using it?	What's Unique Technology/relationships/partnerships. How do you help your customers get results differently to your competition, or alternatives? What's new and innovative about your solution? Show you have researched the market and know what competition is out there.
Customer Traction Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or reviews? PR coverage? Competition wins? Use data and facts to strengthen your case.	Business Model How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?
Investment Have you invested money yourself? Have you raised money so far? How much are you asking for now? What big next steps will you use the investment for? What milestones will you reach with the money? How many, and what type of investor are you looking for? What expectations do you have of your investors: network, expertise?	Team What relevant experience and skills does your team have that support its your story? Brand awards? Achievements? Sales success? What binds you together as people and as entrepreneurs to fix this problem? What's special about the character of your team, that will make you stand out and be memorable?
Call To Action and End Statement Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?	
Why You? NOTE: Why you? can show up in any part of the pitch. Why do you care about solving this problem for your customers? How has your life been affected by this industry? Why should your audience have confidence that you are driven to do what you promise, no matter what?	

DESIGNED BY Best3Minutes
Developed from an original idea by David Beckert.

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THE PITCH CANVAS®

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Link in a moment...



PAIN

What is the **problem**
you solve?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product

UNIQUE

What's **special** and **new** about your proposition?

Any relevant **competitors** to mention?



TRACTION or VALIDATION

Partnerships?
Paid **pilots**?

Users? Revenue?
Growth?

Customer **Interviews?**

BUSINESS MODEL

What's the **mechanism**
for earning money?





INVESTMENT

Raised **before**?

How much raising now?

What will you **spend** the money on?

Milestones you can reach?



TEAM

Who will make it happen?

Skills? Experience?
Character?

ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

Your **Enthusiasm**
Counts!



QUESTIONS?

Please ask

IN THE CHAT



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
Pain, Product, What's Unique,
Traction/Validation, What do
you need? Why You?

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

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