Which topics should be in YOUR WINNING PITCH?



The Pitch Canvas®

An entrepreseurial brainstorming tool that helps you structure and visualise your pitch on one page

Simple Statement of what change you and your product are making in the world.

Product

As simply as possible: now does it works

What does your product do for customers?

post-effective more officient, happier, saler? low have you tested it with oustomers?

rechnology/kelationships/Partnerships,

to your competition, or a ternstives? What's new and innovative about you solution?

What's Unique

competition is out there.

low do you get paid?

Business Model

what's the opportunity for growth?

How can you scale beyord your current

scope: new industries, ;emitories, applications of partnerships and technology?

What can your customers do as a result of your product?

(Be sure not to let the product dominate the pitch)

How do you help your customers get results ciflerently

Show you have researched the market and know what

What opportunities do you provide for people to be faster, more

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

how many people need this problem solved merket size? Have you validated that beople will pay to have it solved?



Product Demo

Live demor (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 moring product on screen is better. Can you show a real customer using it?



Success so far? Plot outtomers? Major brands? Progression in users or downloads? Customer reference quotes or movies? PR coverage? Competition wins? Use data and facts to strengthen your case.

Investment

Customer Traction



Have you invested money yourself? Have you raised money so fait. How much are you looking for now? What big sext steps will you use the investment for? What milestones will you much with the money? How many, and what type of investor are you looking for? What expectations do you have of your exectors, network expensise?



Team

What relevant experience and skills does your Tyrote ropy at roughts Jarit sweet mean Brands worked for? Actievements? Sales success? What binds you together as people and as antrepreneurs to fix this problem? What's special about the character of your ream. that will make you stand out and be memorable?



Call To Action and End Statement

Enish the prich strongly with a clear request for the audience to take action - what is their first next step?



Why You?

NOTE: why your 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 inclustry? Why should your audience have confidence that you are driven to do what you promise no matter what?





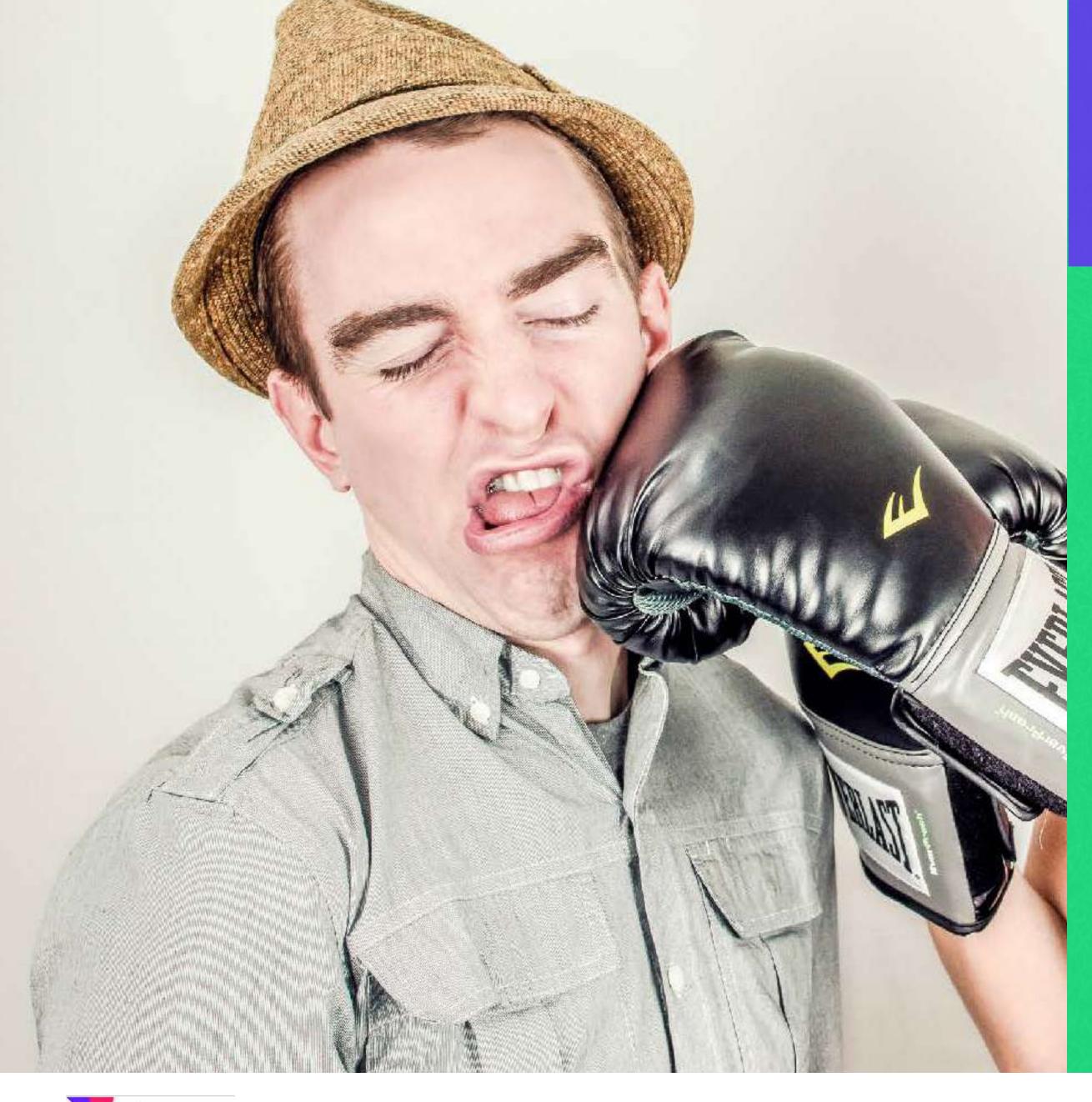


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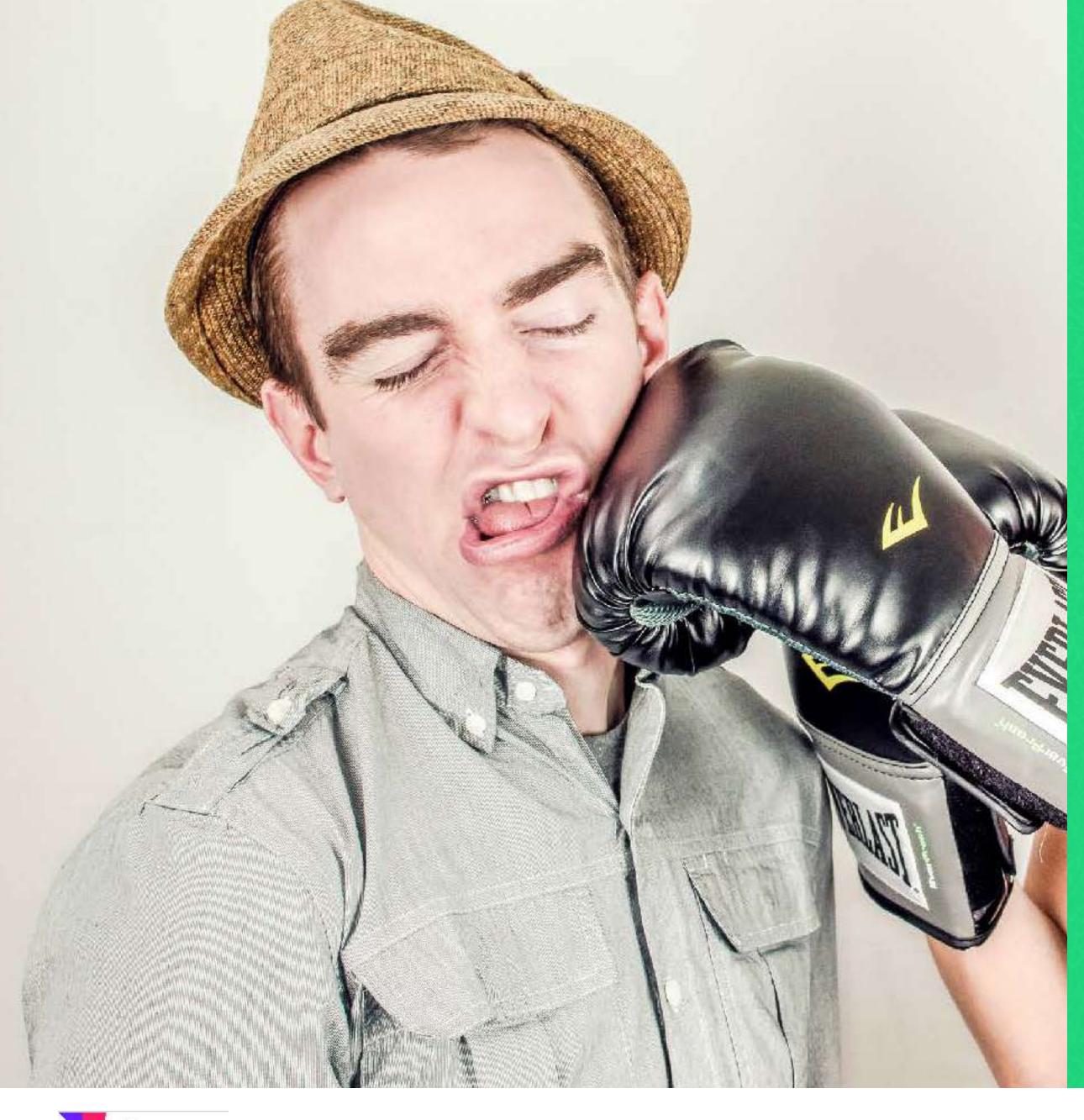




What is the problem you solve?

What is the HUMAN RESULT?





Lost time?

More cost?

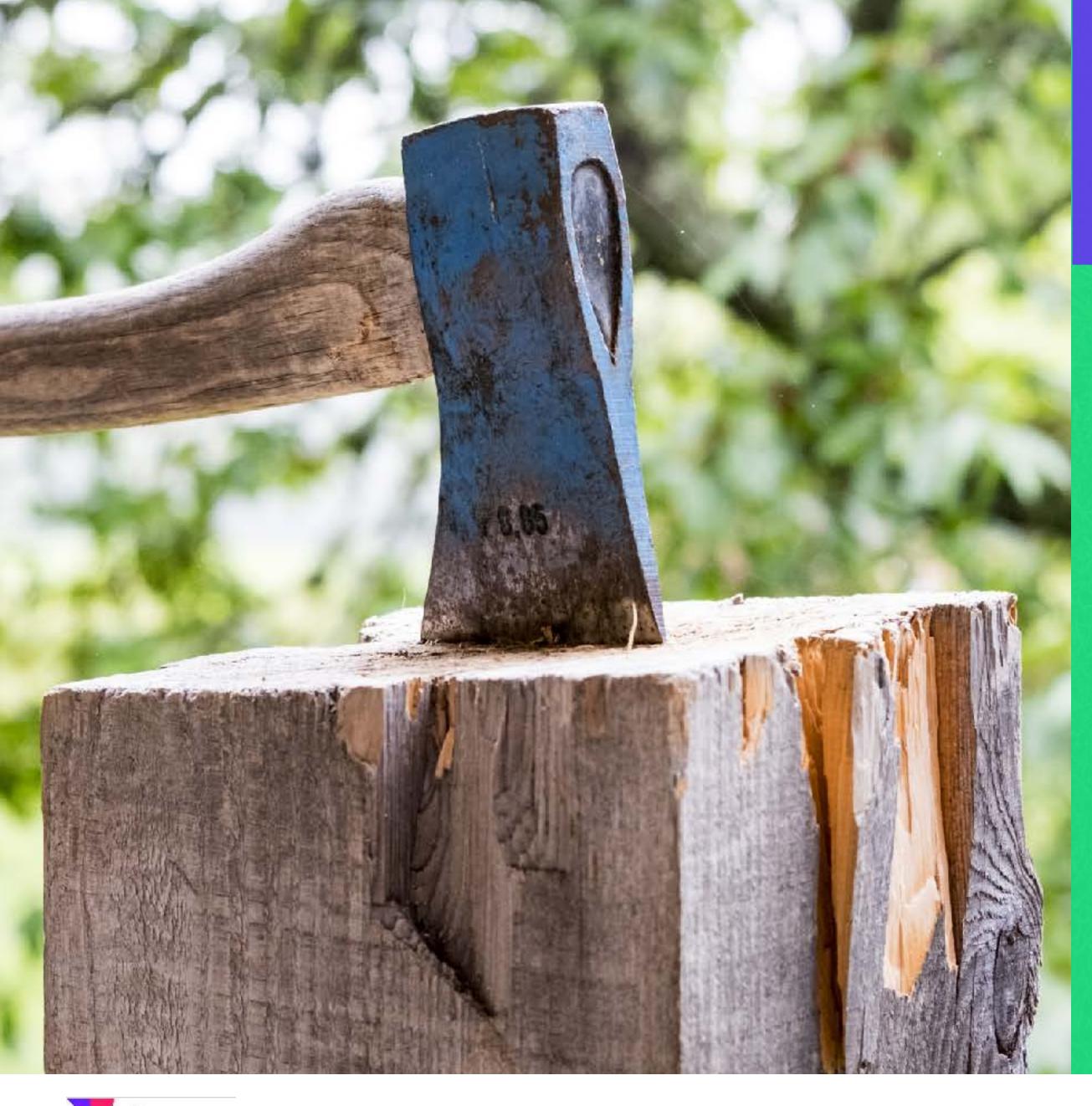
Complex steps?

Irritation?

Lost customers?

Bad reputation?

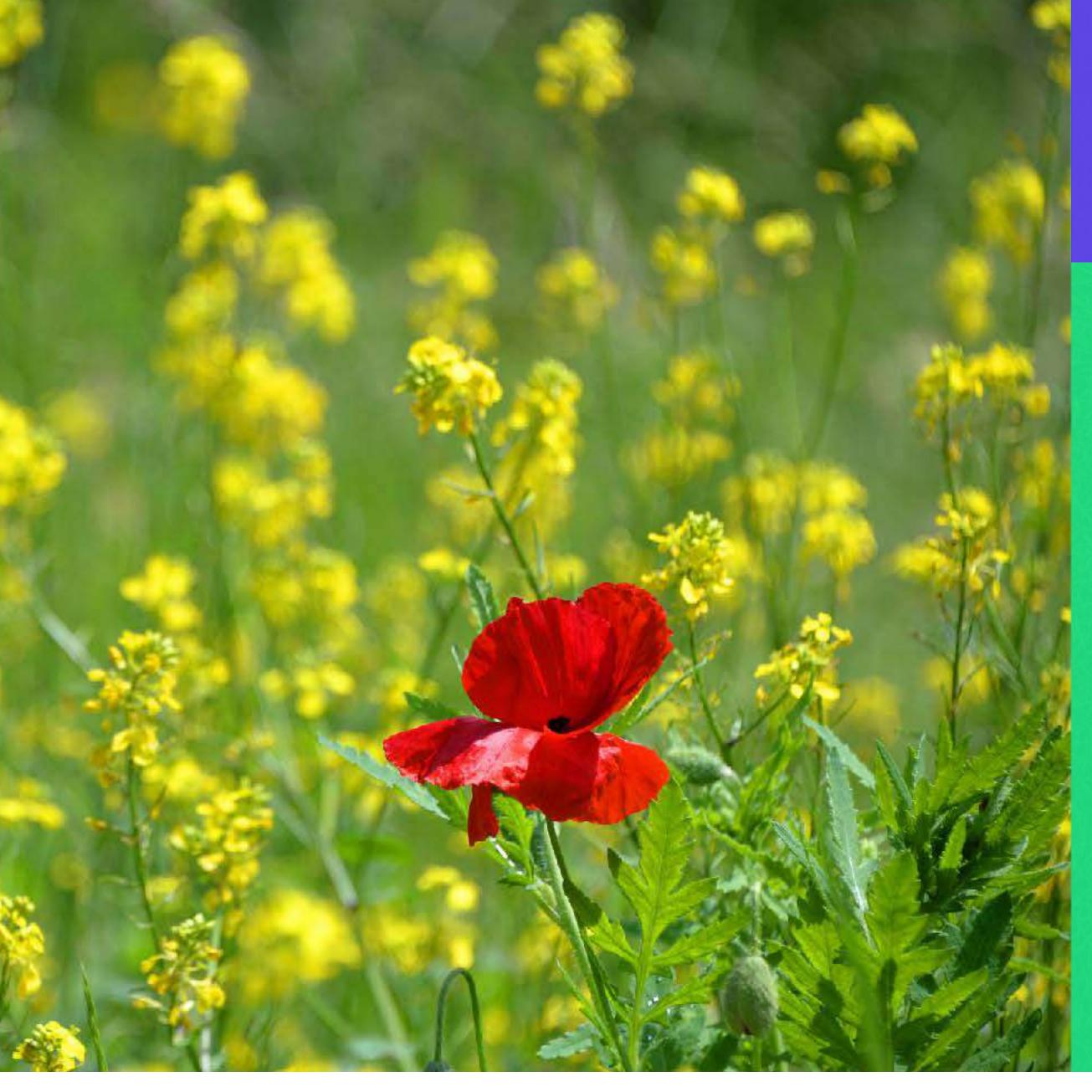




How do you solve the problem?

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





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?





Who will make it happen?

Skills? Experience?
Character?









What's your personal motivation to offer this proposition?

Your Enthusiasm
Counts!





Please ask

RITHE CHAT







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

best3minutes.com/briskr



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