

Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas®

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

<h1>Simple Statement of what change you and your product are making in the world.</h1> <p>A memorable one-sentence explanation of what you do for customers.</p>	
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 not to let the product dominate the pitch.)
Product Demo Live demo? (always risky, but powerful if it works...) A screen/low 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 – moving 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? Progress on in users or downloads? Customer reference quotes or movies? PR coverage? Competition win? 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 looking 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 investors 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 supports your story? Brands worked for? 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?	

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PAIN

What is the **problem**
you solve?

The **Why** of the
product





PAIN

What's the
Human Result
of the problem
you're solving?





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Be specific

PUT A NUMBER ON IT




"It creates a lot of CO₂"

"Many people are unhealthy because of..."



"It creates **X Million Tonnes** CO₂ **every year**"

"**7%** of the world's population are unhealthy because of..."



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?

Technology,
partnerships,
co-creation?





TRACTION

Who's already **buying**?

Numbers of users or customers? **Growth**?



But this is early stage...

WE DON'T HAVE SALES YET

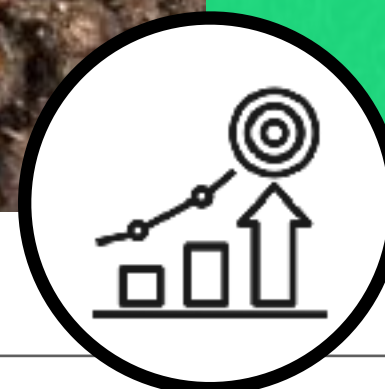


PLANNED VALIDATION

Customer **Interviews?**

Pilots?

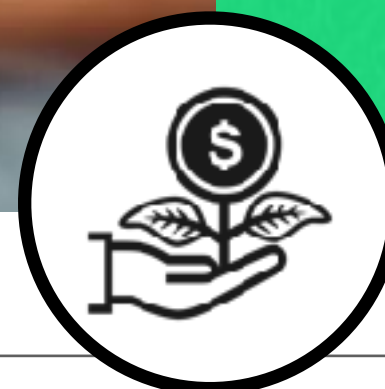
How will you **engage**
with potential
customers?



IMPACT OF PRIZE MONEY

What will you **do** with
the €500?

First next steps





Q:What's the most **important**
thing in a **Startup**?

Q:What's the most **important**
thing in a **Startup**?

A:TEAM!

The background of the entire image is a dense, overlapping collage of numerous analog clocks. The clocks vary in size, color (including shades of pink, blue, green, yellow, and white), and are slightly out of focus, creating a sense of depth and repetition. A central clock is more prominent and in sharper focus than the others.

And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Any work **experience**?

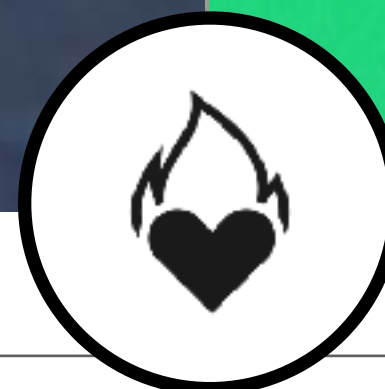


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?





WHY YOU?

What makes **you**
excited about your
proposition?

Your **Enthusiasm**
Counts!

