

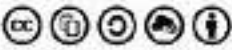
Which topics should be in  
**YOUR WINNING PITCH?**



# The Pitch Canvas®

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

<b>Simple Statement of what change you and your product are making in the world.</b> <small>A memorable one-sentence explanation of what you do for customers.</small>	
<b>Pain (+ Gain)</b> <small>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?</small>	<b>Product</b> <small>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.)</small>
<b>Product Demo</b> <small>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?</small>	<b>What's Unique</b> <small>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.</small>
<b>Customer Traction</b> <small>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.</small>	<b>Business Model</b> <small>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?</small>
<b>Investment</b> <small>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 investor are you looking for? What expectations do you have of your investors: network, expertise?</small>	<b>Team</b> <small>What relevant experience and skills does your team have that supports your story? Awards won? 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?</small>
<b>Call To Action and End Statement</b> <small>Finish the pitch strongly with a clear request for the audience to take action = what is their first next step?</small>	
<b>Why You?</b> <small>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?</small>	



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Developed from an original idea by David Beckett

Version 1.1.0, Produced by David Beckett and Scott van Vliet, [www.best3minutes.com](http://www.best3minutes.com)  
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Ensure you reference [best3minutes.com](http://best3minutes.com) after each use.

# THE PITCH CANVAS®

Copies available





# 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 CO<sub>2</sub>"


"Many people are unhealthy because of..."



"It creates **X Million Tonnes** CO<sub>2</sub> **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?**







**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**?





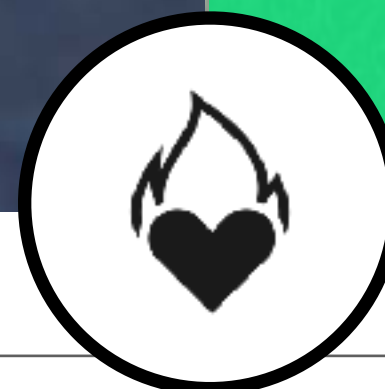
# ONE LAST THING...





# WHY YOU?

What's your  
**personal motivation** to  
offer this proposition?



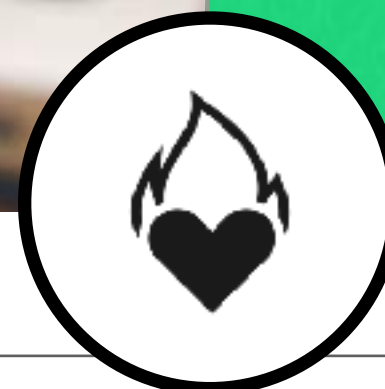




# WHY YOU?

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

Your **Enthusiasm**  
Counts!







**10**  
**MINUTES**

# ACTION STEP

**Brainstorm** content for at least 3-4 of the following; Pain, Product, What's Unique, Validation, Team, Why You

**Quickly** write down **key words** and phrases, not full sentences