

Which topics should be in
YOUR WINNING PITCH?

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

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


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 DEVELOPMENT: from an original idea by David Beckett

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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?

Put a number on it!



Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

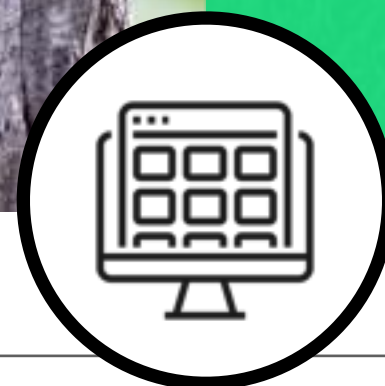
"They have to make up to 30 calls"



PRODUCT

How do you **solve**
the problem?

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





UNIQUE

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

Technology,
partnerships,
co-creation?





TRACTION

Who's already **buying**?

Recognisable brands?

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

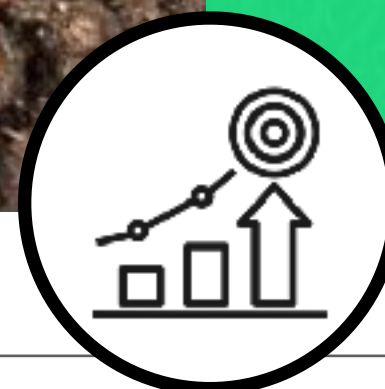


EARLY STAGE VALIDATION

Customer **Interviews?**

Online **Experiments?**

How have you
engaged with potential
customers?



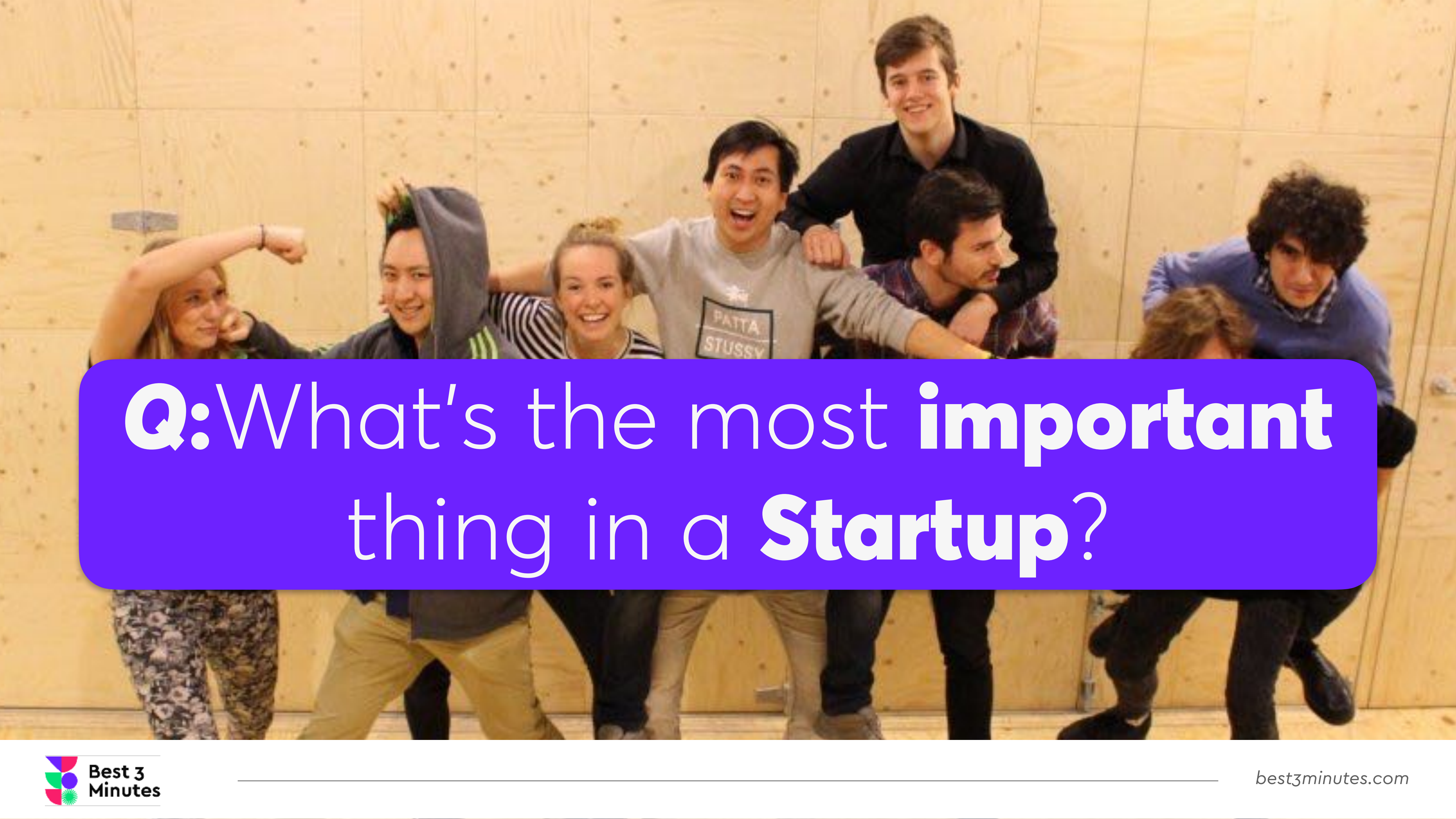


WHAT DO YOU NEED? and CALL TO ACTION

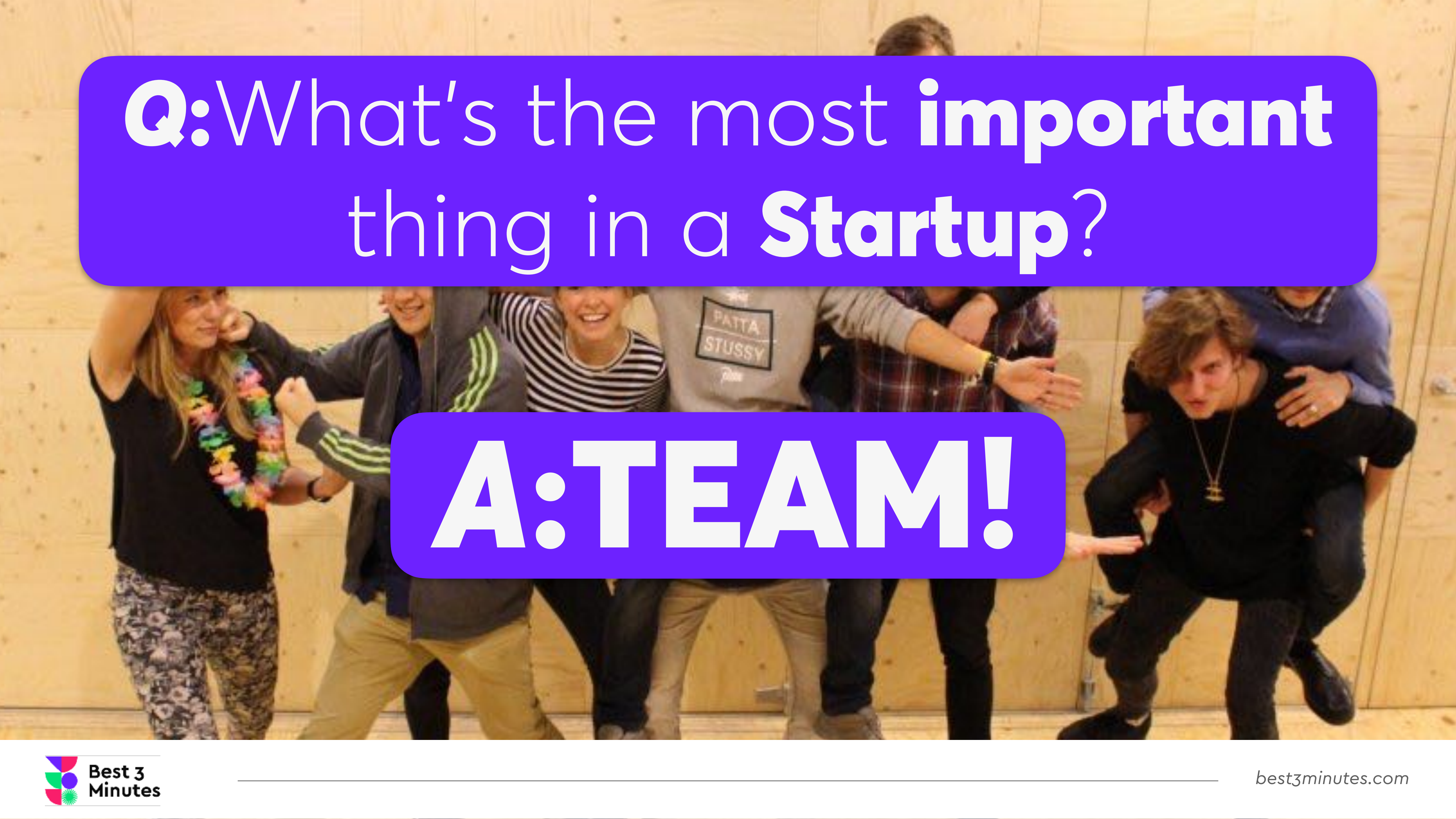
Money? Advice?

Introductions?

Follow Up **Meeting?**

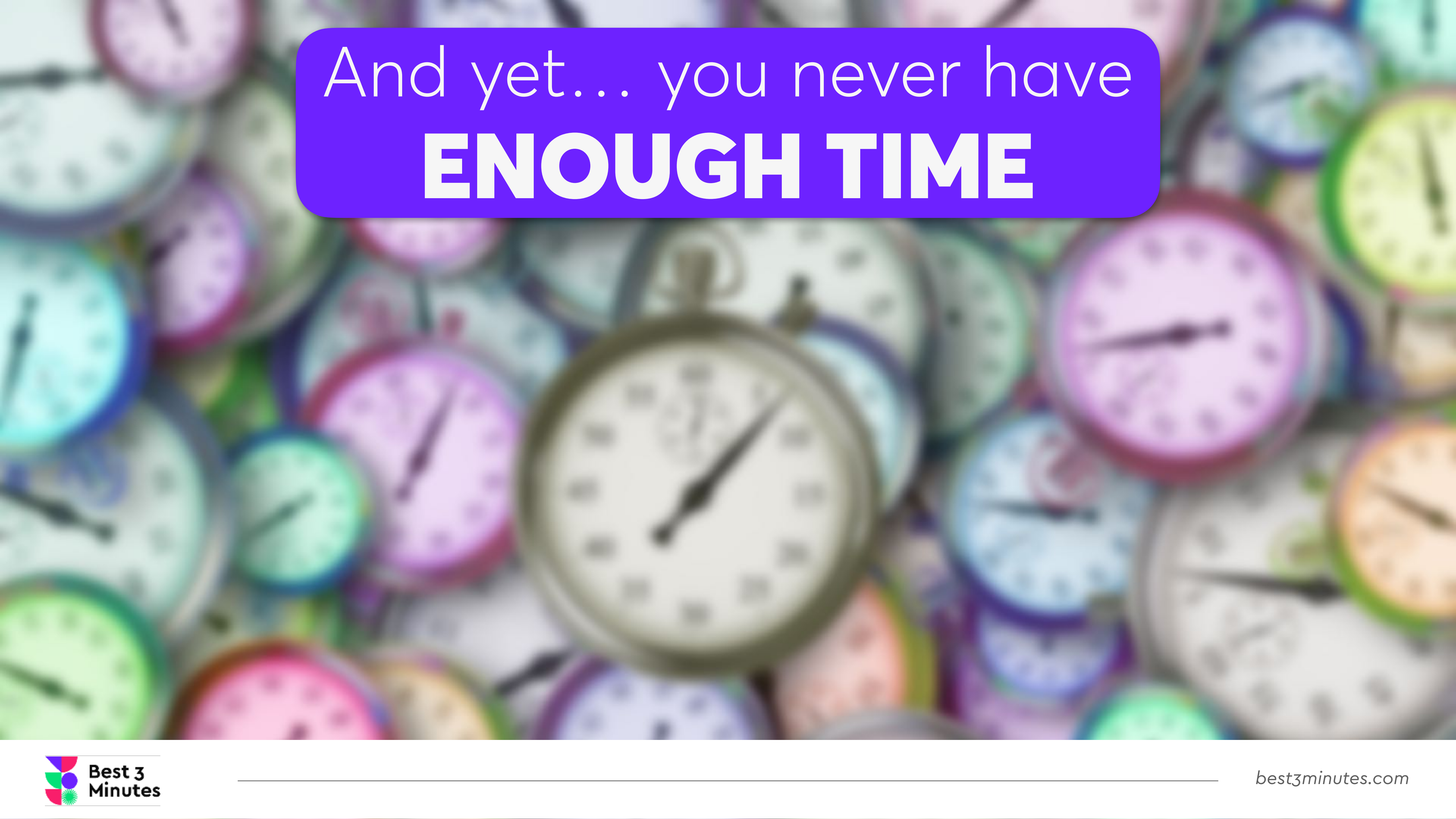


Q:What's the most **important**
thing in a **Startup**?

A group of young people are dancing in a room with light-colored wooden walls and floors. In the foreground, a woman on the left wears a black top and a colorful lei, while a man on the right is in a black shirt and dark pants, performing a dance move. Other people are visible in the background, some wearing casual clothing like a grey hoodie with 'PATA STUSSY' on it. A large blue rounded rectangle is overlaid on the top half of the image, containing white text.

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 color, including shades of pink, blue, green, yellow, and white. They are all slightly out of focus, with the central clock being the most prominent and sharpest. The text is overlaid on a purple rectangular box in the upper center.

And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

Skills? Experience?
Character?

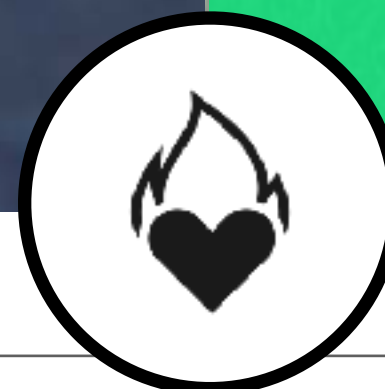


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

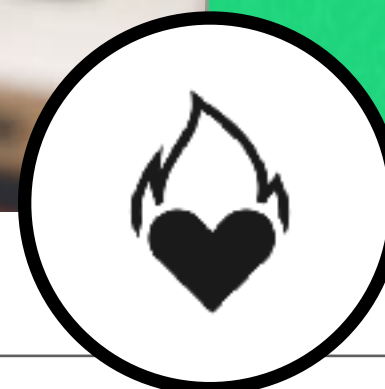


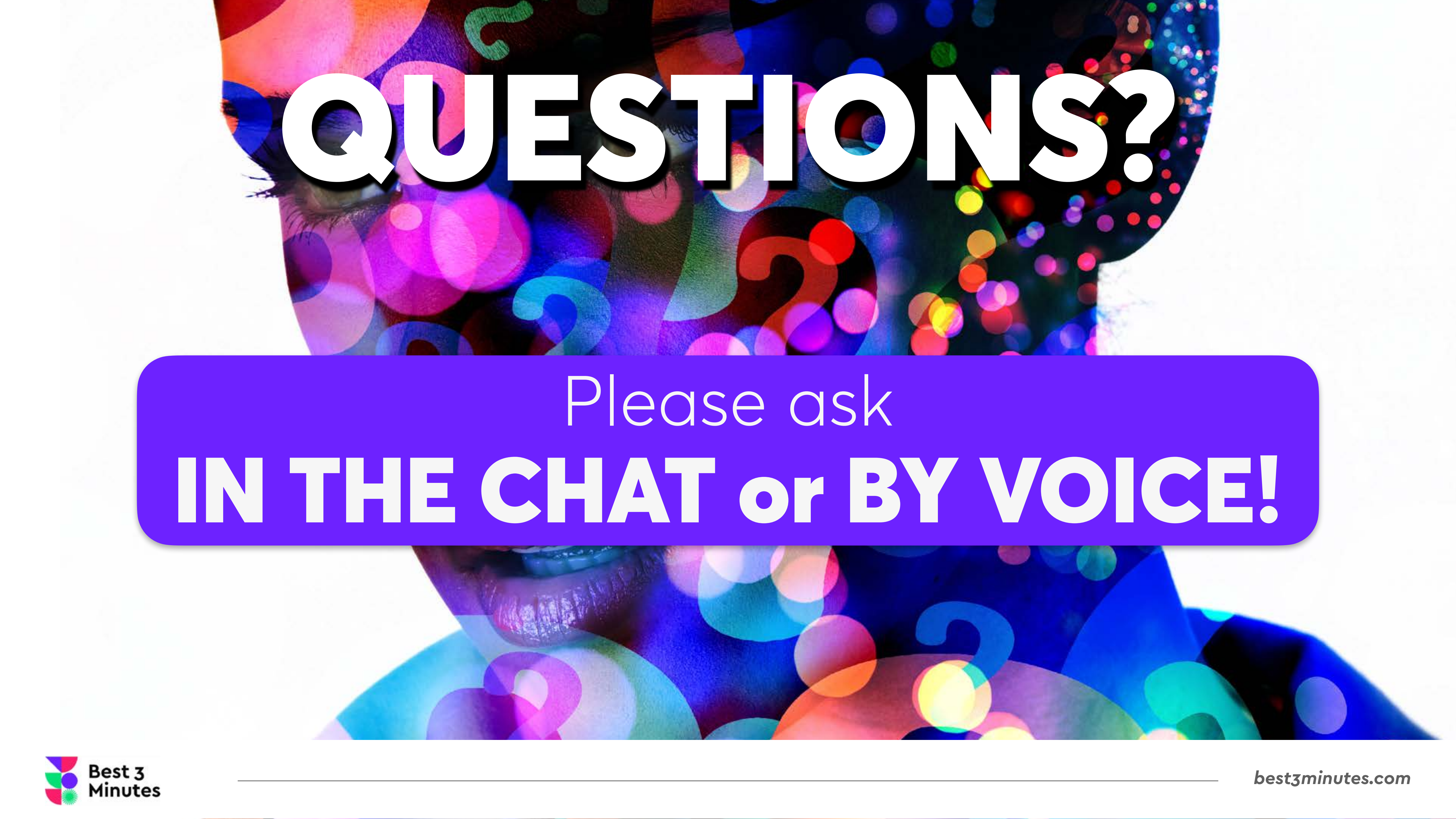


WHY YOU?

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

Your **Enthusiasm**
Counts!



A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including red, blue, and green. The woman's eyes are looking down, and her lips are slightly open.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



10
MINUTES

ACTION STEP

Brainstorm content for **3-4**
of the following topics

Pain, Product, Unique
Traction/Validation
Team, Why You?

Don't think too much:
just write