

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

Simple Statement of what change you and your product are making in the world. <small>A memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <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 used this problem solved = market size? Have you validated that people will pay to have it solved?</small>	Product <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>
Product Demo <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>	What's Unique <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>
Customer Traction <small>Success so far? Pilot customers? Major brands? Progress on in users or downloads? Customer reference quotes or movies? PR coverage? Competition wins? Use data and facts to strengthen your case.</small>	Business Model <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>
Investment <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>	Team <small>What relevant experience and skills does your team have that supports your story? Boards 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?</small>
Call To Action and End Statement <small>Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?</small>	
Why You? <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>	

DESIGNED BY: Best3Minutes
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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?





Co2 emissions?

Traffic problems

Damage to environment?

Slow speed of
transition to electric

Quantify it:
put a **number** on it



Be specific

PUT A NUMBER ON IT



"It creates a lot
of CO₂"

"There is a lot
of energy inefficiency "



"It creates
X Million Tonnes CO₂"

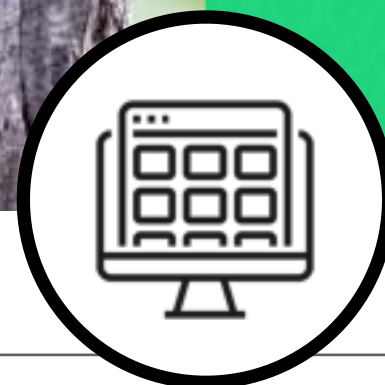
"Up to 20% of energy is
lost through inefficiency"



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?**

A group of seven diverse young adults are celebrating in a room with light-colored wooden walls. They are smiling, hugging, and raising their arms in a joyful manner. One man in the center is wearing a grey hoodie with 'PATA STUSSY' printed on it. The overall atmosphere is one of excitement and teamwork.

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

A group of people are dancing in a room with light-colored wooden walls and floors. The scene is lively and social. In the foreground, a woman on the left wears a black top and a colorful lei. Next to her, a man in a dark jacket with green stripes on the sleeves is dancing. In the center, a woman in a black and white striped shirt is smiling. To her right, a man in a grey hoodie with 'PATA STUSSY' printed on it is dancing. On the far right, a man in a black shirt is being carried piggyback by another person. The overall atmosphere is one of fun and team spirit.

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

A: TEAM!

And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

Skills? Experience?
Character?

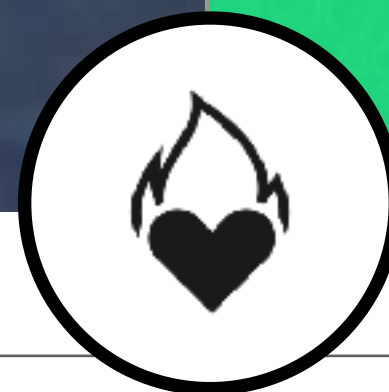


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

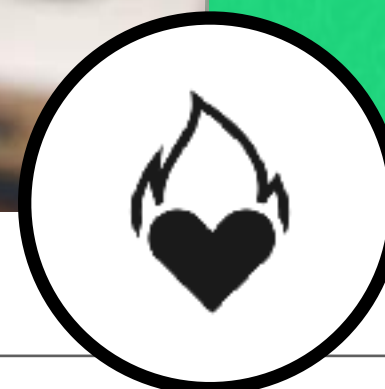




WHY YOU?

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

Your **Enthusiasm**
Counts!





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