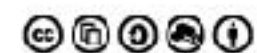


Which topics should be in
YOUR WINNING PITCH?

The Pitch Canvas©: Company Edition

Simple Statement of the change you and your product/service are making in the world. <small>A memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <small>What problem is out there in the world of the customer? How big is that problem? Can you quantify the opportunity: market, size? What are the issues that keep your audience awake at night that you are addressing with your solution? What are their big challenges in business, and in the area that you are addressing?</small>	Product <small>As simply as possible: what does your product do for customers? What opportunities do you provide for customers to be faster, more cost-effective, more efficient, happier, safer...? What is the content and structure on a high level? What gain does it bring? Explain the product in terms of results where possible.</small>
Product Demo <small>How can you bring your product to life? Live demo? (always risky, but powerful if it works...) Screenshots? Physical product? Video of the product working on-screen? Can you show a real customer using it? Or talking about it?</small>	What's Unique <small>Technology/Relationships/Partnerships How do you help your customers get results differently to your competition, or alternatives? Show you have researched the market and know what competition is out there.</small>
Traction/Success so far <small>Success so far? Growth in sales, growth in user numbers? Pilot customers? Major brands? Customer reference quotes or movies? Have other parts of your/their organisation bought in? Use data and facts to strengthen your case.</small>	What's in it for them? <small>What is their company strategy? How does your proposition fit? How will your offer help them reach their goals and ambitions?</small>
What do you need? <small>What is the objective of the pitch? What do you want the audience to do on a macro level? (e.g. "Buy now!") What do you want the audience to do as a first next step? (e.g. "Book a one hour follow up meeting") Be transparent: tell them what you want and what the next step is. Don't forget to ask for the order, or the resources you need!</small>	Team <small>Who are the people behind the offer? Why should they believe that you are the people to deliver their value? What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?</small>
End statement with Call to Action <small>Finish the pitch strongly with a clear request for the audience to take action.</small>	
Why You? <small>Why do you care about solving this problem for your customers? Has your life been affected by this industry and business? Why should your audience have confidence that you will deliver what you promise?</small>	



DESIGNED BY: Best 3 Minutes
Developed from an original idea by David Beckert.

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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?





2,5 Billion people
have **no access** to
safe sanitation

What happens as a
result?

Disease, lack of **safety**,
loss of **dignity**, etc

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?

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



UNIQUE

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

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)





TRACTION

Partnerships?

Customer **testimonials**?

Partner **stories**?





TRACTION

5 Million people
with access

10 million **working days**

1100 **Businesses** supported

etc...

OPPORTUNITY & IMPACT

How **big** is your
potential influence?

What's the **Impact**
you can make?



WHAT'S IN IT FOR THEM?

How does your
proposition **match**
their **strategy, goals**
and **ambitions?**



WHAT DO YOU NEED & CALL TO ACTION

What do you **need** to
make it **happen**?

Money, time, people,
expertise...





TEAM

Who will make it happen?

Skills? Experience?
Character?

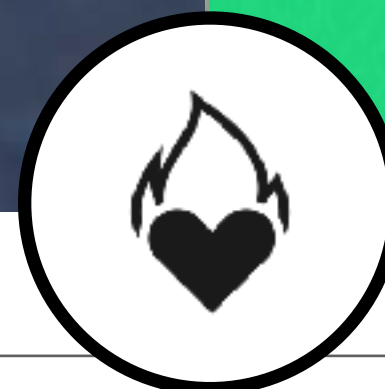


ONE LAST THING...



WHY YOU?

What's your
personal motivation to
offer this proposition?

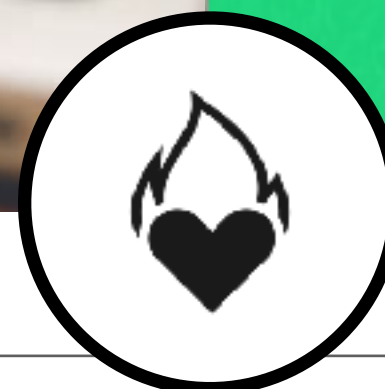




WHY YOU?

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 a dark, textured font, appearing to float within the bokeh. The woman's eyes are closed, and her lips are slightly parted, showing a smile. The overall effect is one of wonder and curiosity.

QUESTIONS?

Please ask
IN THE CHAT or BY VOICE!



15
MINUTES

Including break

ACTION STEP

Brainstorm content for
3-4 topics from;

Pain, Product, Unique,
Traction, What's in it for them,
What do you need, Team, Why You

Don't **think** too much:
just **write!**

Goal: a 60-second explanation of
3 of these points