

The Pitch Canvas©

A simple statement of what change you and your product are making in the world.

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



Pain (+ Gain)

What problem is out there in the world?
What are you solving for your customers?
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer,..?



Product

As simple as possible: what does your product do for customers?
How does it work?
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...)
Or screenshots? Physical product?
Can you show a real customer using it?
And do you really need to do a demo?



What's Unique

Technology/Relationships/Partnerships
How do you help your customers get results differently to your competition, or alternatives?



Customer Traction

Success so far?
Pilot customers? Major brands?
Customer reference quotes/movies?
PR coverage?
Use data and facts to strengthen.



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

Amount of investment?
In how many rounds? How many investors?
What type of investor are you looking for?
What expectations do you have of your investors; network, expertise?



Team

What relevant experience does your team have that supports your story?
Brands worked for?
Achievements? Sales success?



End statement with call to action



Intrigue/Surprise

Don't give the whole game away:
leave them wanting to know more.
Surprising facts or insights about the industry and its trends?
New information about a known subject?



Why You?

Why do you care about solving this problem for your customers?
How has your life been affected by this industry and business?
Why should your audience get involved with you?



Interaction

Challenge the audience with questions and something to take action on.
How can you re-set their attention?
What media can you use to give energy to your story?



Portable Story

What story can the audience go away and tell on your behalf?
What key things do you want them to remember about you and your company?



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Best  minutes

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