

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.

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



Pain (+ Gain)

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?



Product

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.)



Product Demo

Live demo? (always risky, but powerful if it works...)
A screenflow 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?



What's Unique

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.



Customer Traction

Success so far?
Pilot customers? Major brands?
Progression in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.



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

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?



Team

What relevant experience and skills does your team have that supports your story?
Brands 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?



Call To Action and End Statement

Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?



Why You?

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?



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The Pitch Canvas© Explained

WHAT IS THE PITCH CANVAS©?

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

It's a carefully researched tool to help Startups and Corporate Innovation teams develop investment and resource winning pitches.

HOW WAS IT DEVELOPED?

It took three years of research.

I've interviewed numerous Investors and board members of large companies, and worked with hundreds of pitchers.

My continuous goal is to find out what investors and board members want to hear - and **don't** want to hear - from Startup and Innovation Team pitches.

The result is The Pitch Canvas©. It's in constant development and will be continually updated.

HOW DO I USE IT?

Draw it up on a flipchart and use Post-It notes to brainstorm all your ideas about each block of The Pitch Canvas©.

Ideally you do this as a team, but you can also brainstorm on your own. Get the pitch out of your head so that you can organise your thoughts.

Once you've covered all blocks, you can then develop your script, and your slides.

HOW MANY POST-ITS PER BLOCK?

To begin with, use as many as you need.

It can get messy, like all brainstorms, and you need to get everything you might say about your business, out of your head.

Finally, when your ideas have started to dry up, take a step back, remove duplicate ideas, and focus down onto the really important points that you don't want people to forget.

WHAT'S THE DIFFERENCE BETWEEN TEAM AND WHY YOU?

All investors will tell you that the Team is the most important part of any Startup.

If the team is strong, problems with the product and business model can be overcome.

That means you need to explain who the people are that work on the business, why they have the relevant skills, and why you as a group are committed to stick together and make what you promise become reality.

Equally, there is an individual making the pitch. The audience want to feel that individual's passion and commitment to the concept they are pitching.

In short: Team is about the people behind the product, and Why You? is about the person in front of the audience, giving the pitch.

DO I HAVE TO COVER ALL 11 BLOCKS IN EVERY PITCH?

No: it depends how long the pitch is, and what stage your business has reached.

If you have a 3-minute pitch, you will need to leave out some blocks. Choose the areas you are strongest - but certainly include the Pain, the problem you are solving.

If you are an early stage team, your focus will be mostly on Pain and Product, and less on Customer Traction, or Business Model.

However, if you are focused on winning investment, then Pain, What's Unique, Customer Traction, Business Model, Investment and Team are essential.

DO I NEED TO FOLLOW THE ORDER FROM TOP TO BOTTOM?

No, not necessarily. Be creative and find your own way to structure your pitch.

Ensure you stand out by focusing on your key strengths, as a team and as a business.,

For example: you can start with the Pain, or Why You? The Team can come earlier in the pitch if it is especially strong.

However, if you are not sure where to start, the order of The Pitch Canvas© is not a bad way to structure your first pitch.

IF EVERYONE USES IT, WON'T ALL PITCHES BE THE SAME?

Pitching is human work - one person in front of a group of people - and that means no two pitches are ever the same.

Everyone approaches a pitch in their own way, and they deliver it with their own character.

The Pitch Canvas© is a guide to identifying the right content to tell. With that content as a basis, you can find your own style, and show your own character when pitching.

WHO CREATED THE PITCH CANVAS©?

That's me - David Beckett.

Hundreds of Startups and Corporate Innovation teams have worked with me to help them pitch for investment and resources. I'm also a TEDx speech coach.

I believe great ideas need a voice - and the starting point of finding your voice is to get your story straight. The Pitch Canvas© is designed to help you do just that.

CAN I SHARE THE PITCH CANVAS©?

Yes, please do.

My ambition is that one million people have access to The Pitch Canvas©, and that's why it's offered for free, under a Creative Commons license.

To be fair to me as the creator, please do mention my website, Best3Minutes.com, when you share it - thanks.

WHERE CAN I GET MORE HELP?

Visit PitchProfessionals.com - I'd love to hear from you.