

Pitching Canvas

Team:

About this tool:

The "Pitching canvas" helps you to get your concept across in a concise and logical manner. Use this tool to build & test your storyline before you start building your pitch deck.

Tip:

You can't explain everything. Make deliberate choices & continuously ask yourself the question 'is this relevant to my audience?'

1 Problem to solve

What problem are you aiming to solve?
How big is the problem space?

TIP: EXPLAIN FROM A HUMAN-CENTERED PERSPECTIVE.

2 Solution/offering

How do you propose to solve the problem?
How does your solution differ from existing solutions?

TIP: SHOW A PROTOTYPE OR VISUAL REPRESENTATION.

3 Value of solution/offering

How will you capture value? How much value will this solution bring to your organization?

TIP: SHOW BALLPARK FIGURES AND FOCUS ON THE UNDERLYING ASSUMPTIONS.

4 Credibility

What are the assumptions you validated?
Why will it work? Why should they believe in you?

TIP: SHOW CONCRETE RESULTS OF EXPERIMENTS.

5 Call to action/Next steps

What do you need to make your solution a reality?
What are the next steps?

TIP: GUIDE THE DECISION BY OFFERING A CLEAR PATH FORWARD.

6 Q&A

What other work would you like to showcase?
What kind of critical questions do you expect ?

TIP: LEAVE BLANKS IN YOUR PITCH TO TRIGGER SPECIFIC QUESTIONS.