

Pitch Canvas

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

Project

Team

Version

Simple Statement of what change you and your product are making in the world.
How would you describe what you do for customers in one memorable sentence?

Pain (+Gain)

What problem are you solving, who experiences it, and why is it important to solve?

Product or Service

What is your solution, how does it help customers, and how do you know it works?

Product Demo

How will you demonstrate your solution and show that it works in practice?

What's Unique?

What makes your solution different from existing alternatives, and why would customers choose it?

Customer Traction

What evidence shows that customers want and value your solution?

Business Model

How does your venture generate revenue, and how can it grow over time?

Investment

What investment do you need, and what resources or milestones will it help you achieve?

Team

Why are you the right person or team to make this happen?

End statement with Call to Action
What do you want your audience to do next?

Intrigue/Surprise

What will make people sit up and pay attention?

Why You?

Why do you care about solving this problem?

Interaction

How will you engage your audience?

Portable Story

What simple story, analogy, or phrase will people take away?



TIP

A great pitch is not about saying everything.
Focus on the key messages your audience needs to understand, remember, and act on.



USE FOR

Pitching Ideas

Telling Stories

Engaging Audiences

Seeking Investment

Presenting Ideas

HOW TO USE THE PITCH CANVAS

Created by David Beckett, the Pitch Canvas helps entrepreneurs, innovators, and teams design clear, compelling pitches. It provides a structured framework for communicating ideas, demonstrating value, and inspiring action.

STEP 1: PREPARE YOUR WORK AREA

Complete the canvas somewhere free from distraction. If working in a team, choose a collaborative space and capture ideas using short notes or keywords.

STEP 2: FILL IN YOUR CANVAS

Work through each section to build a clear and compelling pitch. It is often helpful to start with the problem you are solving Pain (+ Gain), then describe your solution (Product or Service), before developing the remaining sections.

Simple Statement of Change

How would you describe the change you and your solution are creating in one memorable sentence? e.g. Making healthy eating easier for busy families.

Pain (+ Gain)

What problem are you solving, how does it affect people, and what positive outcome will your solution create? e.g. People spend too much time planning meals and waste money on unnecessary groceries.

Product or Service

What is your solution, how does it work, and what value does it create for customers? e.g. An app that creates personalised meal plans and shopping lists based on user preferences.

Product or Service Demo

How will you bring your solution to life and demonstrate that it works? e.g. Screenshots, prototype, live demo, customer video, or product sample.

What's Unique?

What makes your solution different from alternatives, and why would customers choose it? e.g. Personalised recommendations using AI and real-time supermarket pricing.

Customer Traction

What evidence shows that customers want, use, or value your solution? e.g. 500 users, pilot programme completed, customer testimonials, or early sales.

Business Model

How does your venture generate revenue, and what opportunities exist for growth? e.g. Monthly subscriptions, licensing, service fees, or product sales.

Investment

What investment or support do you need, and what will it help you achieve? e.g. \$50,000 to complete development and launch a pilot programme.

Team

Why are you or your team the right people to solve this problem? e.g. Experience in software development, nutrition, and business growth.

Call to Action & End Statement

What do you want your audience to do next? e.g. Join our pilot, book a meeting, partner with us, or invest.

Pitch Enhancers

Why is solving this problem important to you, and what motivates you to make it happen? e.g. Personal experience with food insecurity inspired the idea.

How will you grab attention, engage your audience, and make your pitch memorable? e.g. a surprising fact, audience question, customer story, or memorable analogy.

STEP 3: ANALYSE AND ITERATE

- **Review:** Check that your pitch tells a clear, logical, and compelling story..
- **Feedback:** Seek input from customers, teammates, mentors, investors, or stakeholders.
- **Refine:** Update your pitch based on feedback and new insights.

STEP 4: TEST YOUR PITCH

- **Test Your Message:** Present your pitch to different audiences and identify what resonates most.
- **Gather Evidence:** Strengthen your pitch with customer insights, traction, data, and market validation.
- **Practise:** Refine your storytelling, timing, and delivery through repetition and feedback.

STEP 5: DOCUMENT AND SHARE

- **Record:** Capture your completed canvas digitally or with photographs.
- **Communicate:** Use the canvas to structure presentations, conversations, and pitch opportunities.
- **Update:** Revisit and refine your pitch as your venture evolves.