

➤ INITIATE

PITCH CANVAS

Team:

1 Problem

Identify the problem you are trying to solve. Explain the pain points or challenges that your target audience is facing, and why it is important to address these issues.

2 Solutions

Present your solution to the problem. Describe how your product or service solves the problem and what makes it unique or innovative.

3 Unique Value Proposition

Define your unique value proposition - what makes your solution different and valuable compared to other solutions in the market.

4 Credibility

Demonstrate the validity of your ideas is by presenting tangible results from experiments, research or survey data.

5 Call to Action

Consider outlining the necessary steps and resources required to turn your proposed solution into a reality.

6 Q&A

Identify potential questions, categorize them, prepare responses and anticipate objections

How to use this tool:

Communicate your product idea to others and get buy-in from stakeholders..

This tool is best used with:

Business Model Canvas - Value Proposition - Problem Statement

Credits

This tool was inspired and remixed from similar tools found at:

<https://www.boardofinnovation.com/tools/>

