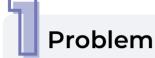
### **>**INITIATE

# **PITCH CANVAS**

Team:



2

#### Solutions



## Unique Value Proposition

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.



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



#### Call to Action

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



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

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

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





