

The pitch canvas

Opening statement

How does your product deal with an important problem and makes the world a better place?

Problem

Explain which problem you solve, supported by numbers

Current solutions

How do people deal with this problem currently? Why isn't that the perfect solution?

Your solution

What is your solution and why is it amazing? Include a product demo!

Research

What have you validated / learned so far?

Business model

What is your business model? How big is the market potential?

Team

Who is your team and why are you guys the best team in the world to solve this problem?

Call to action

What do you ask your audience? Be clear and specific!

