Pitching canvas

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 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 exeriments

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