Pitching Canvas

ENDORSE

Team:

Problem to solve

What problem are you aiming to solve?
How big is the problem space?

Tip: Explain from a Human – Centered Perspective

1

Solution / offering

How do you propse to solve the problem?
How does your solution to differ from existing solutions?

Tip: Show a Prototype or visual representation

2

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

3

Credibility

What are the assumptions you validated?
Why will it work? Why should they believe in you?

Tip: Show concrete results of experiments

4

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

5

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

6

Imagine that...

Tip: You can't explain everything. Make deliberate choices & continuously ask yourself the question 'is this relevant to my audience?'