




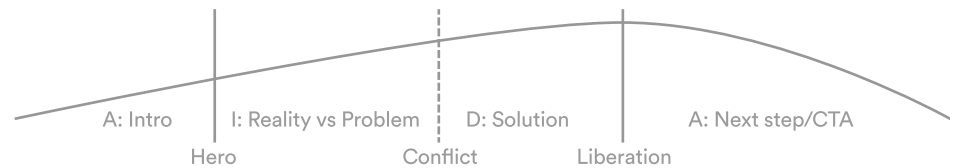





Pitch Canvas

Catchy project title

Date

This Pitch Canvas provides you with guidance when preparing a product pitch or presentation. It guides you through the relevant components to tell a compelling story and convey your idea.

<h2>Reason Why</h2>  <p>Why are you telling your «story» in the first place? What's the purpose of your project? What greater good do you want to achieve?</p>	<h2>Persona</h2>  <p>Who's the «hero» (persona) of your story? Whose problem are you solving and what's this person's «job to be done».</p>	<h2>Conflict/Problem</h2>  <p>What is the initial problem or the conflict you are trying to solve for your persona?</p>
<h2>Vision & big idea</h2>  <p>What is your «big idea» and how is your product or service going to solve this issue. Describe it in one sentence and make it tangible or visual.</p>	<h2>Story structure</h2>  <p>What is the flow of the story? List the key points in a meaningful order following e.g. «AIDA: 1. Grab Attention, Trigger Interest, Create Desire, Prompt Action» or «Story = 1. Hero, + 2. Conflict > 3. Attempt at liberation» (solution).</p> 	
<h2>Creation of awareness (emotional hook)</h2>  <p>How are you going to appeal to your audience on an emotional level (address: disgust, fear, anger, sadness / provide: surprise, joy)?</p>	<h2>Virality (format)</h2>  <p>How do you enable your audience to easily share your story (tangible deliverables, format, channel, sharing options)?</p>	<h2>Your audience (needs & goals)</h2>  <p>Who is your audience? What are their expectation, needs and goals you want to address to achieve your goals?</p>