

# INVESTOR PITCH CANVAS

Designed for:

Date:

Version:

<b>MISSION AND VISION</b>	<b>PROBLEM TO BE SOLVED</b> List up to five problems your company aims to solve.	<b>HOW YOU AIM TO SOLVE THE PROBLEM</b> Describe how you plan to solve the problems you have identified. What will be different when the problem is solved by you?	<b>THE PRODUCT OR SERVICE</b> Introduce your company's product or service as the solution to these problems.
<b>THE MARKET OPPORTUNITY</b> What is the size of the total available market? The serviceable available market? The serviceable obtainable market?	<b>TARGET MARKET</b> Who are the customers you want to cater to? Which Customer Personas will be the most important to share?	<b>COMPETITIVE ADVANTAGES</b> How is the category differentiated? What do you better than the competition? How will you out-perform them?	<b>MARKETING APPROACH</b> What are the key channels you will use to reach your customers? Detail any early successes.
<b>DIRECT COMPETITORS</b> Who are your direct competitors?	<b>INDIRECT COMPETITORS</b> Who are your indirect competitors? Why are they a potential threat?	<b>TRACTION</b> Where is your company currently? What data is the most important to make your case?	<b>ORIGINS OF THE BUSINESS</b> A simple timeline detailing how your product or service came into being, where you are today and what is left to tackle.
<b>TIMING</b> Why is now the best time for your company to move to the next level? What trends are you riding?	<b>REVENUE MODEL</b> What are the ways that your company plans to make money? What metrics will you use, such as Life Time Value and Customer Acquisition Cost?	<b>THE TEAM</b> List the leadership team and their roles and responsibilities. Make it clear these are the people to solve the problem you have identified.	<b>FUTURE ROAD MAP (THE ASK)</b> What are your next steps and goals? How much support do you need from investors and what will it get you?

