

Flash Light Pitch Canvas[®]

An instrument for (potential) entrepreneurs and innovators that helps to structure information and to detect the most relevant key points for idea pitches at a very early stage.

Idea Claim

Explain your idea in one sentence.



Customer

Who is your customer (esp. persona)?
What are the demographics of your customer?
What are the psychographics of your customer?



Customer Need

What is the raison d'être of your idea?
What are your customers' jobs?
Which pains face your customers?
Which gains hope your customers to achieve?



Idea Description

What is your product/service?
How does it work?



Value Proposition

How do you help (potential) customers to fulfil their customer jobs?
What pains are resolved by you?
What gains are created for your costumers?
How does your solution fit with the customer needs?



Channels

Through which channels do our customer want to be reached?
Where do your customers find relevant information?
What are the preferred distribution channels?
Which ones work best? Which ones are most cost-efficient?
How are they integrated with the rest of our business model?



Relationships

What type of relationship does each of our customer expect us to establish?
How shall the relationship be maintained and strengthened?
How are they integrated with the rest of our business model?



Revenue Streams

How do you generate revenue?
What are your revenue streams?
How do you price the product?



Resources

What important resources do our value proposition require?
What essential resources are required by our distribution channels, customer relationship, revenue streams?



Activities

What essential activities do our value proposition require?
Is there a clear connection to the other elements of the business model?



Partners

Who are our essential partners?
Who are our most important suppliers?
Which resources are we acquiring from partners?
Which essential activities do our partners perform?



Costs

Which costs will occur?
Which investments have to be made?



Conclusion

Highlight once again the value of your idea and the key points.



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