PITCH CANVAS Template

A Pitch Canvas is a simple one-page tool to help you structure your ideas into a clear, compelling story before presenting them. It's especially useful at the **Prototype & Test stage** of a Design Thinking workshop.

Section	Guiding Questions	Your Notes
1. Title of Idea	Give your solution a clear, memorable name.	
2. Problem / Challenge	What problem are you solving? Why does it matter? Who is affected?	
3. Target Audience / Beneficiaries	Who is this idea for? What are their needs?	
4. The Solution	What is your idea? How does it address the problem? What makes it innovative?	
5. Benefits / Impact	What positive outcomes will it create (social, environmental, economic)?	
6. Feasibility	How could it be implemented? What resources or partners are needed?	
7. Call to Action	What do you want from your audience (support, funding, next step)?	