

# Opportunity Pitch Canvas<sup>®</sup>

An instrument for entrepreneurs and innovators that helps to structure information and to detect the most relevant key points for pitches.

## Opportunity Claim

Explain your opportunity in one sentence.



## Customer Need

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



## Customer

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



## Market Size

What is your target market?  
What are the most important market characteristics (e.g. size in EUR/\$ etc.)?  
What are the relevant trends in your target market (esp. growth rate etc.)?



## 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?



## Opportunity Description

What is your product/service?  
How does it work?  
What is the stage of development?  
When will the MVP be available?  
How can you protect your product/service?



## Competition

Who is your competitor?  
What characterizes your industry?  
What are the rules of the game in your industry?  
What are relevant trends in your industry?



## Competitive Advantage

What is your competitive advantage?  
Where do you position yourself in this industry?  
How do you outperform incumbents and other competitors?



## Revenue Model

How do you generate revenue?  
What are your revenue streams?  
How do you price the product?  
How big is your profit margin?



## Marketing

How do you generate revenue?  
How do you market your product/service?  
How do you distribute your product/service?



## Team

What relevant skills and experiences do you have?  
Why should someone believe and invest in you?  
Do you possess the necessary resilience?



## SWOT

How can you use strengths to seize opportunities?  
How can you use strengths to avoid threats?  
How can you overcome weaknesses by taking advantages of opportunities?  
How can you minimize weaknesses and threats?



## Milestones

What is your growth strategy?  
Which are the relevant milestones?  
When and how will you achieve these milestones?



## Cost Structure

Costs will occur?  
Which investments have to be made?  
How do you finance your endeavor?



## Financial Outcome

What will be the financial outcome?  
When will you break even?  
Do you have sufficient liquidity?



## Conclusion

Highlight the value of your opportunity and the sophistication of your intended execution.



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Ensure you reference after each use.