

PITCHING CANVAS

Think about your business idea, or a thesis / internship project you could do, and fill in the pitching canvas

What is your idea/project/focus?

Write your idea clearly in 1-2 sentences

What problem/need does this relate to?

What problem does it solve? What is it improving, developing or exploring?

Who does it help?

Who is this for? Who is your potential "client"?

What would you actually do?

Describe clear, concrete actions or outcomes (e.g. analyse, design, build, research, make a product, provide a service...).

What is the value?

Why this is useful? What is the benefit? What difference does it make?

Why you?

What skills, studies, or experience support you doing this?

1 sentence mission statement

Explain your business / project / idea in 1 declarative sentence. Focus on what you do, and why it matters.

This pitching canvas was created by Kareva - enhancing international recruitment readiness project (2025-2027).

It is free to use for personal and educational purposes.



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