The Elevator Pitch Canvas

Product Name:	Canvas by:	On:
		Iteration #:

For	*Your target customer*
Who	*Their statement of the need or opportunity*
The	*Your product name*
Is A	*The product category*
That	*Key benefit / compelling reason to use*
Unlike	*Your primary competitive alternative*
Our Product	*Statement of primary differentiation*

The Elevator Pitch is a lean innovation tool. It allows you to create a brief and easy to memorize description of your product and its purpose.

Designed by Dinker Charak, https://www.ddiinnxx.com/elevator-pitch-canvas/, Version 0.1.

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