











Elevator Pitch Canvas

Recipients of <u>this EP</u> 		Goal of <u>this EP</u> 	
<u>Product Target Group</u> 	<u>Product Service</u> 	Unfair Advantage 	<u>Competitors</u> 
<u>Customer Pains</u> 	Solution: Customer <u>Benefits</u> 		Illustrative Elements 
High-Level <u>Concept</u> , <u>Your X for Y</u> , <u>Tagline</u> , <u>Zen-Statement</u> , <u>Describing Slogan</u> , <u>Shortest Description</u> 			

What to fill in

Recipients of this EP

Customers, investors, media...

Goal of this EP

To generate leads, customers, referrals ...

Product Target Groups

Target group is never 'everybody'! Final customers or B2B, industries, group of people with 'these' criteria

Product, Service

Short: The most important elements of the product

Customer Pains

From a customer's view (!): What are the problems that can be solved by your product?

Solution: Customer Benefits

From a customer's view (!): What benefits does your product offer? What challenges are solved? NO feature lists!

Unfair Advantage

First, best, the only one...

similar to [competitor], but better [how]?

aspects to excite target groups

Competitors

direct and indirect competitors, role models

Illustrative elements

Comparisons with common (!) competitors; metaphors, examples, captivating elements

High-Level Concept, Tagline, Zen-Statement, Describing Slogan, Shortest Description

3-7 words, frame it in a catchy way, shall sound sexy

the most relevant customer benefit, the USP of your product; comparison with a very well known product, transferred to another industry or market segment, eg.: 'AirBnB for pets'