

ELEVATOR PITCH

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“A business is talked into existence.”

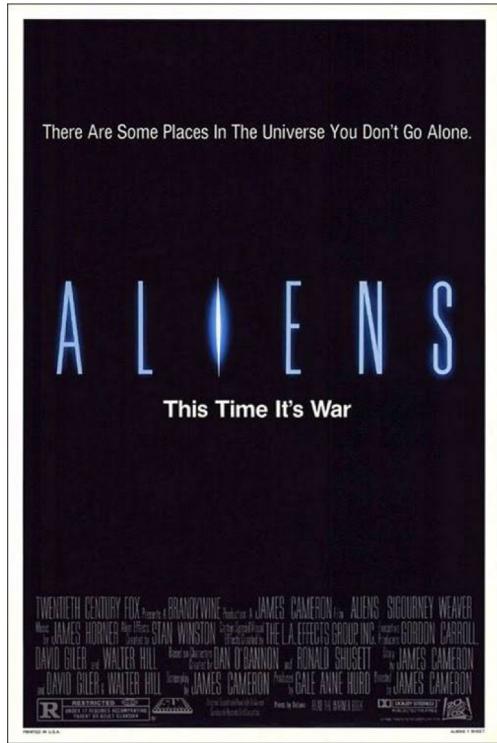
-Weick, Sutcliffe, Obstfeld

Why do you summarize a
100 page business plan?

To prompt the right
question.

How do you summarize a
100 page business plan?

Elevator Pitch



The high concept pitch

Jaws in space.

Elevator Pitch

The high concept pitch



Facebook for
professionals.

Elevator Pitch

The high concept pitch



All-electric Porsche

Elevator Pitch

The high concept pitch



Warby Parker
meets Netflix for
pets

Elevator Pitch

Two sentence pitch

For target audience who has a need
the product name is a product category
that offers a key benefit.

Unlike competitor or substitute, we
are different in a key way.

Elevator Pitch

Two sentence pitch

For wealthy individuals and car fans who want a high-end sports car that is environmentally friendly, the Tesla Roadster is an electric car that delivers unprecedented performance without damaging the environment.

Unlike Ferraris and Porches, we offer amazing performance without any direct carbon emissions.

Elevator Pitch

Advanced Options: Two sentence pitch

The Hook:

The \$9 billion a year supercar market has no equivalent of the Prius.

The Team:

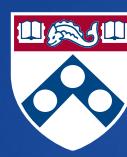
We were founded by Elon Musk and include the top EV engineers on the planet.

The Ask:

We are looking for \$50 million in Round F financing for a 10% stake in the company.

Elevator pitch

- Prompt the right question
 - High concept pitches if they work
 - 2 sentence pitch as a starting point
- Make sure to take time to craft!
- Different pitches for different audiences
- Show where possible!



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