



ELEVATOR PITCH WORKSHEET

THIS DOCUMENT WILL HELP YOU CREATE A GREAT ELEVATOR PITCH.

Sentence 1: Describe your business or idea in a clear and concise manner

My company _____, is developing _____
(Company Name) (A Defined Offering)

to help _____
(A Defined Audience)

_____ with _____
(Solve a Problem) (Unique Value Proposition)

* The 'Defined Offering' must be short, simple and capable of being understood by everyone, like "a website", "a mobile application", "hardware" or "desktop software." Avoid buzzwords or jargon!

* The 'Defined Audience' is the initial group of people that will pay to use the product. Be specific! For example, "mothers in the U.S. aged 25 to 35", or "HR managers at mid-sized tech businesses."

* The 'Problem' needs to be something that everyone understands, such as "reduce the time collecting bill payments".

* The 'UVP' describes your unique approach to solving the problem. Examples may be "by sending automated email alerts based on analysis of highest response times" or "with virtual worlds constructed in reaction to the movements of the players."

Sentence 2: Why Now?

The timing is right for this business because of _____
(‘why now’ reason)

* Answer this "Why Now?" question by providing anecdotes or data to demonstrate a fast growing opportunity.

Sentence 3: Why You?

I am the right person to build th]is business because _____
(‘why you’ reason)

* Answer this "Why You?" question by sharing an experience, passion for the idea, and/ or professional experience.

Sentence 4: The Ask

I am currently looking for _____
(what are you asking for?)