

Elevator Pitch for Discovery Workshop (Thanks to Kiandra)

Process:

Using a whiteboard write up the following statement:

name of product IS A

service it provides WHERE

who it will serve ARE / IS

what does it do TO

problem it solves

Work with the client to fill in each of the lines to create your elevator pitch. It will be likely to evolve multiple times. At the end of the day or the discovery workshop review the statement and revise if needed. It's useful to keep this visible throughout the duration of the workshop.

Explanation and Example:

Enter content relating to these questions	
Name of product <i>The Death Star</i>	is a
Service it provides <i>Orbital battle station</i>	where
Who will it service <i>the Empire</i>	are / is
What does it do <i>equipped to fire a single planet-destroying super laser</i>	to
Problem it solves <i>combat the rebel forces</i>	

In summary:

The Death Star is an orbital battle station where the Empire is equipped to fire a single planet-destroying super laser to combat the rebel forces.