

Exercise 1: Develop an Elevator Speech

Objective:

- Develop a product vision or a positioning elevator pitch

Instructions:

Step 1: Review the Car Cam scenario.

Step 2: Develop an elevator pitch to share a compelling product vision to enhance your positioning. Use the template provided in Appendix A. You will find an example and a blank template for your use.

Step 3: Share your pitch with co-workers, peers, and friends. Gather their feedback.

Elevator Speech Format:

Element	Description
For	Who is the product audience?
Who	What is the problem or opportunity?
Our Product	What is the product or category?
That	What is a compelling reason to buy the product?
Unlike	How does this product differ from competition?
(Our Product)	What is the ultimate value proposition or differentiator?

Appendix A Product Vision Elevator Pitch Example and Blank Template:

Example:

Element	Description
For	Professionals who have a passion to improve the organization's bottom line and provide customer value.
Who	Want to enhance their product management skills to satisfy their passion.
Our Product	The Product Management: Foundations and Stakeholder Management course.
That	Provides an in-depth overview of product management communications and collaboration skills essential to planning and launching a new product
Unlike	Courses that are strictly conceptual in nature.
(Our Product)	Our course provides tools, techniques, and expert guidance that you can apply to your job immediately.

Your Elevator Speech:

Element	Description
For	Parents of teenage drivers, safety-conscious individuals, and tech-savvy commuters aged 35–49
Who	Want an affordable, reliable, and high-quality car camera that captures key driving moments and adapts to multiple use cases
Our Product	DC LLC's innovative Car Cam
That	Offers crystal-clear screen quality, rapid data transfer, flexible front/interior mounting options, and seamless transfer between vehicles
Unlike	Low-quality competitor cameras that are restrictive in storage and mounting, and lack real-world adaptability
(Our Product)	Our Car Cam delivers a smarter, safer driving experience—built to protect, adapt, and empower users at a better price without sacrificing quality or trust

Summary: Save your document with a unique naming convention. This document will be part of a peer review and will be submitted at the end of the course.