

## 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?

### My Elevator Speech:

Element	Description
For	<b>For</b> drivers who want a reliable, high-quality, and affordable dash camera, especially parents of new drivers and safety-conscious consumers.
Who	<b>Who</b> are frustrated with poor camera quality, limited mounting options, and the hassle of moving devices between vehicles.
Our Product	<b>Our product</b> is a next-generation Car Cam designed for both front-facing and in-cabin use, adaptable for commercial and non-commercial vehicles.
That	<b>That</b> offers excellent video clarity, fast data transfer, and flexible, easy-to-switch mounting solutions.
Unlike	<b>Unlike</b> many competitor products that are either low quality or lack versatility,
(Our Product)	<b>Our Car Cam</b> delivers premium performance at a competitive price, with flexibility and ease-of-use modern drivers expect.