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