

MASTERING YOUR ELEVATOR PITCH

Founders have a very short window to capture the interest of potential investors. To make every interaction count, your elevator pitch needs to be unforgettable and powerful.

Here's a quick cheat sheet to help you deliver a sharp and compelling elevator pitch in 5, 4, 3, 2, 1...

5 Things Your Elevator Pitch Must Convey

Strategic Brand Positioning

Example:



"Slack is the collaboration hub that connects your work with the people you work with, making it easy to communicate and collaborate in one place."

Ample Market Opportunity

Example:



"With over 300 million daily meeting participants, Zoom provides an easy-to-use platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems."

Clear Differentiator

Example:



"Tesla's electric vehicles combine performance, safety, and efficiency, offering the longest range of any electric car with zero emissions and the acceleration of a sports car."

Proof of Traction

Example:



"Spotify has solidified its position as a leader in the global music streaming industry, with over 100 million paying subscribers worldwide and partnerships with major record labels."

Compelling Value Proposition

Example:



"Dropbox allows users to access their files from anywhere, share them easily, and collaborate with others seamlessly, saving time and boosting productivity."

4 Questions To Build Your Elevator Pitch

What Problem Do You Solve?

- Identify a specific pain point, using data or anecdotes to illustrate its impact
- Highlight the urgency and emphasize how recent trends make your solution timely

Who Is Your Target Market?

- Describe your ideal customer and why they will benefit from your solution
- Provide a brief overview of your target market's size and growth potential

What Makes Your Solution Unique?

- Emphasize the unique features or benefits that sets your solution apart from others
- Include any proprietary technology, patents or processes that enhance your solution

What Do You Want?

- Whether you're seeking investment, a partnership, or a follow-up meeting, state your request concisely
- Outline how engaging with you will be mutually beneficial

3 Dos & Don'ts

Overpromise



Use jargon



Neglect to practice your pitch



Keep Your Pitch Concise

Focus On The Problem and Solution

Tailor Your Pitch to Your Audience

2 Successful Elevator Pitch Templates

For **target customer** who **needs, demands, requirements, opportunity, buying criteria** ...
the **solution, product/service, and product category** ...
is a **the "HOW"** that **provide THIS value, specific business benefit** ...
unlike **competitor, current solution or non-existing solution** ...
our solution **does something better - the "WHY"** ...

Geoffrey Moore's Value Positioning Statement

Value Positioning Statement helps you effectively articulate your product's value

My company **company name** is developing **offering** to help **audience** **solve a problem** with **secret sauce**

We compete in the growing **defined market** market, which last year was a **value** value market

We are looking for **the ask** to help us **what you would do with the ask**

We are similar to **competitor 1** and **competitor 2** but we **key differentiator**

Currently we have **current state of product, company, team, etc.**

Chris Tottman's One Minute Pitch

One Minute Pitch helps you effectively communicate the core aspects of your business in a short time.

1 Key Formula That Never Fails

I help **target market** ... **insert feature** so that **insert benefit**

Example: Square

"Square helps small business owners accept credit card payments with a simple, mobile point-of-sale system so that they can sell products anywhere without a traditional bank account or merchant setup."