



Template: Create Your ELEVATOR PITCH



Whether you try to raise capital, get new clients or network, it is essential to have an elevator pitch. The term “elevator pitch” basically refers to giving a synopsis of your business in a condensed version – short enough to get your concept across to a person in a ride in an elevator.

If the conversation inside the elevator in those few seconds is interesting and value adding, it will either continue after the elevator ride, or end in exchange of business cards or a scheduled meeting.

For [**target customers**] and their [**problem**], [**idea name**] is [**market category**] with this [**benefit**]. Compared to [**competition**] [**idea name**] sets itself apart by/through/because of [**uniqueness**].

1 Target Customers

#1: Target Customers

Describe the target clients of your idea.

2 Problem

#2: Problem

What is your target customers' problem that you want to solve?

3 Idea Name

#3: Idea Name

Determine a name for your idea or solution.

4 Market Category

#4: Market Category

It should be easy to understand what your idea/solution is all about, e.g. web-design, training program

5 Benefit

#5: Benefit

State the most important advantage as to why your target customers should listen to your idea/solution. Just one benefit – keep it focused!

6 Competition

#6: Competition

Who / what does your idea/solution contend with?

7 Uniqueness

#7: Uniqueness

What makes your idea/solution one-of-a-kind? Why is it different than other solutions?