



Elevator Pitch Guide

You should have your business concept down so tightly and effectively that you could walk into an elevator, meet a potential investor and convey the essence of your business by the time the elevator reaches the 20th floor, about 90 seconds.

The 10 Basics

1. **The Problem.** Open with the problem you are solving or need you are fulfilling. Tell a real story about a customer or your personal experience.
2. **Your Solution.** Briefly describe your product/service and how it solves the problem or meets the need and what real benefits it provides.
3. **Market.** Address the industry and describe your target market. Add customer testimonials or feedback if available.
4. **Competition.** Competitors help investors understand the problem, existing solutions and potential size of the market. Acknowledge how others approach the problem and why your solution is better.
5. **Competitive Advantage.** What do you have that is sustainable and hard for others to duplicate? Do you provide a special service, have a better distribution approach, boast partners that add credibility, have access to proprietary technology?
6. **Revenue Model.** How will you make money? What are your revenue drivers and what kinds of margins can you anticipate?
7. **Operations.** How will you produce your product or deliver your service?
8. **Team.** Mention key advisors, financial backers or contacts. Build the credibility of our company by talking about your team's background, experience and achievements.
9. **Finances.** Say what you need to execute your business plan effectively and achieve the long-term vision of your company. Mention any financing you've raised.
10. **The Close.** Reiterate that you are solving a problem in a specific market with a model that works and a team that can execute.

Tips To Make It Stick

1. **Keep it Simple.** Don't get lost in a maze of details. What is it that you really do that is important for your customer? Avoid industry or technical jargon. Speak in plain terms.
2. **Consider the Unexpected.** You can generate interest and curiosity by posing an unusual question or presenting a stunning statistic.
3. **Demonstrate credibility.** Investors bet on people. Tell your/your team's background, credentials and experience to show you have the ability, confidence and know-how to succeed.
4. **Show Emotion.** Let your interest, enthusiasm and passion show through. Be genuine and authentic. After all, this business reflects your own values.
5. **Tell a story.** Research and data are important, but a good story explains how you got into this business, or why your product or service is important to you, or how you know what you do will benefit others.