

Crafting an Elevator Pitch

Introducing Your Company Quickly and Compellingly

(Also known as an Elevator Speech or Elevator Statement)

Creating an Elevator Pitch

It can take some time to get your pitch right. You'll likely go through several versions before finding one that is compelling, and that sounds natural in conversation.

Follow these steps to create a great pitch, but bear in mind that you'll need to vary your approach depending on what your pitch is about.

30 second talk about your future company (Why someone would invest in your company)

- Problem you are solving
- Goals
- Product/Service you are providing
- Uniqueness
- Market you are serving
- Benefits to the customer base

