

THE ELEVATOR PITCH

A 30-90 second elevator pitch is not a sales pitch, nor is it the time to go into detail about your product or service. It is a brief overview that explains your approach and gives enough information so your listener wants to set an appointment, give you money or wants more information.

Your elevator pitch must answer these questions:

1. Who you are?
2. What is your product or service?
3. TUB statement:
 - a. Trust
 - b. Unique
 - c. Benefit
4. Who are you selling to (target market)?
5. How will you make money & how much annually?
6. Who is on your team (core management and advisors or early investors) and why is your team the best group to deliver your solution?
7. Requested capital amount

Your enthusiastic elevator pitch should contain:

Interesting Opening

Your goal is to get your listener's immediate attention. Your opening should be a statement or question designed to intrigue the listener. Try to make it relevant to the person you are addressing.

Clear, Concise Explanation

Aim for around 200 words. Write down your pitch and record yourself, edit what you've done, and finish with a pitch you can deliver smoothly in not more than 90 seconds.

Request for Action

When you finish your pitch, ask your listener for an action, such as agreeing to meet with you for more information or to sign a contract.

Web Site Resources

<http://pitches.techcrunch.com/>

<http://www.businessknowhow.com/money/elevator.htm>

http://www.startupnation.com/pages/contact/elevator_pitch.asp

<http://www.startupnation.com/elevator-pitch-2009>

<http://www.youngmoney.com/entrepreneur/advice/040501>

<http://www.amanet.org/LeadersEdge/editorial.cfm?Ed=535>