

Elevator Pitch Outline

An Elevator Pitch is a short presentation delivered in a chance meeting with a key leader, partner or investor, where you need to get them interested quickly - in sixty (60) seconds. You must get straight to the point in the way you outline the idea, with the hope to continue the conversation with the person you are talking to - or else they might kick you out of their building! To help, below are six elements you should cover in your Elevator Pitch.

Introduction - Introduce yourself, your business and start the conversation.

Problem - Introduce the problem that you see so they see it too (using your Problem Frame).

Solution - Outline how you and your team plan on solving this problem

Target Customers - Give the listening person confidence by assuring them you know how your customers are and why they would want to be involved in your solution.

Impact - As an idea focused on making a difference, clearly outline the difference this idea will make.

Hook - Close by powerfully asking for the help you need to get this started, and conclude everything to leave a great final impression.