Elevator Pitching

1. Slogan & Attention
   1. Say what you do in a slogan

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* 1. Grab the audience’s attention
* Give a startling fact:

“Our company creates durable and attractive 3-D printed clothing. By printing wearable textiles, we think our business concept can reduce some of the 2.5 billion tons of waste water generated by the fashion industry every year while reducing costs for consumers.”

* Ask a rhetorical question

“Custom prosthetics for children are extremely expensive and need to be replaced every few years. In many parts of the world, parents simply can’t afford them. What if I told you, it doesn’t need to be that way? Our company produces affordable prosthetics using 3D scans.”

* Use a story

“Growing up in Canada, I played street hockey every chance I got. The only problem was the wood blade on my hockey stick always wore out quickly on the hard asphalt. Our company creates custom 3D printed hockey blades for hockey sticks…”

* Use a quote

“The famous British architect, Steve Gardiner, once said ‘Good buildings come from good people, and all problems are solved by good design.’ And we agree. This is why our company provides a service that turns your hand-drawn sketches into CAD designs. Draw, send, improve, printing. We turn your ideas into reality.”

* Visual attention grabber

Can you use a visual that proves or emphasizes your company slogan, problem, solution, or customer?

* Physical demonstration

Which of these might work best for you? Can you combine these? Do you have a different idea? Discuss in your team.

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1. Problem

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| Who has the problem? |  |
| What is the problem?  (e.g. gap to fill, something wrong) |  |

1. Solution

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| What is our solution? |  |
| What does it do?  Can we describe the facts in terms of the benefits to the customer? |  |

1. Market

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| Who are your customers? |  |
| Why are they your customers? |  |
| How many customers are there? |  |
| Where are they? |  |

1. Business model

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| How do you make money? |  |
| Who pays and when? |  |
| What is it that your customers are paying for? |  |

1. Team

Who are you? Why should we believe in what you say?

1. Traction

What evidence do you have to support your case?

1. Conclusion & Ask

Summary:

Why does it matter:

Your Ask (Call to action / Funding):

9. Storyboard your pitch

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