

worksheet

Elevator Pitches

We [^{Your} **what**] for [^{Your} **who**] that [^{Your} **why**].
 offering target value
 customer proposition

What are you doing / how are you doing it? (your offering)

Are you making and selling a product? Offering a service? Developing and licensing a technology? Be specific about what you're doing.

Who are you serving? (your target customer)

Who is your customer and/or consumer? In other words, who are you doing this for? Again, be specific. If you're not sure, write down a few different customers then pick one to get started.

Why is this special? (your value proposition)

Are you better, faster, cheaper? Why would a customer pick your offering instead of what they're doing now? Again, be specific.

As you consider your notes above, craft several iterations of your elevator pitch on the next page. Underline the elements in your pitch.



GOAL: < 30 seconds, < 60 words

Elevator Pitch – Version #1

Elevator Pitch – Version #2

Elevator Pitch – Version #3

Elevator Pitch – Version #4

