Elevator Pitches (in 140 characters)

The elevator pitch is a brief, simple statement that describes an idea (a business venture, for example) in 30 seconds or less. From its namesake, the pitch is necessarily short because you only have someone’s attention for a brief moment (like the elevator ride). It is necessarily simple because you need to be able to use it with venture capitalists, Hollywood producers, and grandparents during holiday gatherings. You need to be sure they will quickly understand what you’re doing and why you’re doing it. For a new business venture, your pitch should cover the basics, not necessarily in this order: who, what, why, and how. Answer the questions below to get started on your elevator pitch.

We [ ] [ ] [ ] [ ]
make how provide regulate develop serve offer lease
your what (offering) here
your who (user) here
your why (value proposition) here
that [ ]

What are you doing / how are you doing it? (your solution)
Are you making and selling a product, offering a service, developing and licensing a technology? Be specific about what you’re doing. Don’t worry, you can always change it later.

For whom are you doing it? (your user/customer)
Who is your user and/or customer? In other words, who are you doing this for? Again, be specific. If you’re not sure, write down a few different users but pick one to get started.

What makes you special? (your value proposition)
What makes you different from what’s out there now? 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.