



THE ELEVATOR PITCH



Elevator Pitch Worksheet

For _____
(Target Customer/Industry)

who _____
(Specific needs of available products)

We provide _____
(Your Product/Service)

that _____
(key benefit for the customer/how it meets that need)

compared to _____
(the alternative/competition product)

our product _____
(features and the differentiator: how it is superior than the alternative)