

The Elevator Pitch

The elevator pitch is a challenge and an opportunity to concisely describe your business to a potential investor and convince him/her to invest in you and your company. An elevator pitch is a 30-60 (no longer than 90) second business description that portrays what you do and why someone should work with you. People have little time and short attention spans, so being able to succinctly describe and sell your business idea or innovation is key to your overall success.

Essential Elements of a Powerful Elevator Pitch

1. **Concise.** (Remember, you only have the length of the elevator ride, or the short window before a person's mind starts to wander or the investor loses interest)
2. **Clear.** (Don't try to sell your idea by using fancy, overly complicated dialog. Instead, use everyday language that is easy to follow and understand. Wordy sentences and big words hinder your ability to hook the investor.)
3. **Powerful.** (Exude confidence and enthusiasm—this grabs the investor's attention and demonstrates your passion and belief in your business).
4. **Visual.** (Create a visual for your investor using your pitch. This makes your idea and business memorable and conceivable.)
5. **Tell a Story.** (But keep it short. Tell them how your idea solves a problem, or alleviates a hassle; use a story to demonstrate the inspiration behind your innovation.)
6. **Targeted.** (What is the audience you will be giving your pitch to? Keep in mind who your ideal investor is, and tailor your pitch to this specific audience.)
7. **Goal Oriented.** (What is the objective of your pitch? Do you want to make a sale? Earn a referral? Enlist support?...)
8. **Has a Hook.** (Make the listener want to know more; capture their interest.)

Resources

Stone, K. "How to Craft a Killer Elevator Pitch That Will Land You Big Business - by Dumb Little Man." *Dumb Little Man - Tips for Life*. 23 Feb. 2010. Web. 06 Sept. 2011.

<<http://www.dumblittleman.com/2007/08/how-to-craft-killer-elevator-pitch-that.html>>.

Additional Useful Resources:

The Art of the Elevator Pitch By Robert Pagliarini of SeekingCapital.com (Download from BLOSSOMS website: The Art of the Elevator Pitch.pdf)

Youtube elevator pitch examples:

http://www.youtube.com/results?search_query=elevator+speech&search_type=&aq=f