

One sentence pitch or elevator pitch

- **WHAT is it?**

An elevator pitch or one sentence pitch, is an opportunity to share a quick summary of yourself and your product offerings. But a pitch can also be your chance at making a real connection that you can use later down the road. It's not always an immediate benefit, but you should be prepared for any scenario in which you could be giving an elevator pitch.

- **WHY it matters?**

You as a founder need to show your ability to be clear and concise when describing your startup – to your potential co-workers, investors, users, collaborators, etc. You cannot master the art of business without selling it to the audience. You need to be able to catch attention of your listener in 30 seconds.

- **HOW to make it?**

- **1. Introduce yourself & your company** - It could be as simple as stating your name and who you work for if those details apply.
- **2. Present a problem** - All solutions start with a problem. Whatever you or your business is trying to solve, it's important to get the point across early on in your elevator pitch to set the theme for the rest of your speech. If possible, relate the problem back to your audience by using real-world examples. This will help make the problem more relevant and, hopefully, grab your audience's attention.
- **3. Present a solution** - If the problem is what draws the audience in, then the solution is what hooks them. This is your time to show them why they need your help.
- **4. Share your value proposition or secret sauce** - Now that you've piqued your audience's attention, it's time to seal the deal by explaining why your solution is better than anyone else's.

It could be as simple as the example below -

“My company, (insert name of company), is developing (a defined offering) to help (a defined audience) (solve a problem) with (secret sauce)”.

Please have your one sentence pitch ready always when presenting your company & your product and also make sure that ANYONE – your grandma and also your potential investor – CAN understand WHAT you are doing and what value you offer to your customers.