



(*'kat-<sup>ə</sup>-l-ist*)

We are  
*an agent that provokes and speeds significant change or action*  
for our clients.

## PREPARING YOUR ELEVATOR PITCH

### Introduction

These guidelines are designed to explain how to prepare an Elevator Pitch. An Elevator Pitch is a short description of who a company is and what it does. It should be used to introduce the Company in all situations including meetings with potential financiers. It can also be used to provide a short description of the Company in written materials and electronic presentations.

### Objectives

The objective is to capture, in a two-minute presentation or on one to two written pages, who the Company is and what it does. This is a pure marketing exercise and is intended to sell the Company's "**sizzle**".

The objective is to leave the listener or reader with a desire to know more about the Company. If you are actually presenting it in an elevator, on the street or at a reception, the objective is to get the listener to invite you to tell them more about your Company.

### Guidelines

The best way to prepare your Elevator Pitch is to complete the Executive Summary and Investor Presentation and then distill those materials down. The trick is to take the catchiest aspect of what you do from those materials and then give it enough context to make sense to the listener or reader. Begin with who (name of company) and what (your product or service) you are.

Next, make it very clear, if it is not self-evident, what your Company does. Then, distinguish your Company from others that might be in a similar space, unless your business model is unique in which case your next step is to elaborate on your business model. If you can, in short order, explain in summary fashion what your revenue model is (especially if you are a dot-com) and your competitive advantage. Finally, you need to finish your Elevator Pitch by reiterating the main points you made.

In summary, in a very, very short two-minute presentation, you want to get across:

- What products/services does your company provide or propose to provide? Are they ready to sell now and if not, when?
- Who is your management team? Why are they so special?
- Who is going to buy your company's products/services and why will they buy them?
- How will your company make money from selling its products/services? How big is the market opportunity?

- How much money do you need and what are you going to do with it?

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