

DEVELOP YOUR ELEVATOR PITCH

A guide to help you develop
an elevator pitch for
your business



01

Introduction

As an entrepreneur and business owner you are likely to meet a variety of people in different circumstances at various meetings, events and conferences. You may also need to introduce your business via email to complete strangers.

In such situations, you have seconds to inform someone on what you do and the best way to do that is via a compelling Elevator Pitch.

It is thus surprising that a large number of business owners have not spent the time to develop their elevator pitch and as a result often find it difficult to articulate their business offering.

An elevator pitch provides a succinct overview of your business and you should ideally develop two pitches.

A brief 'one sentence introduction pitch', and a longer more informative 'one minute pitch' for when it is more appropriate to provide more information.



02

The one sentence elevator pitch

This one-sentence statement explains what you do, who you serve and why it matters in a clear and easy to understand manner.

Use the template below to create a pitch for your business

My company	<i>Name of your company</i>
Is developing	<i>A defined offering</i>
To help	<i>A defined audience</i>
Solve a problem	<i>With</i>
Your solution	

Example

My company, Super Duper Enterprises, has developed a new and innovative training and mentoring programme to support entrepreneurs launching a new startup create meaningful and sustainable companies through shared equity that encourages peer support.

Some information on how the sentence is developed

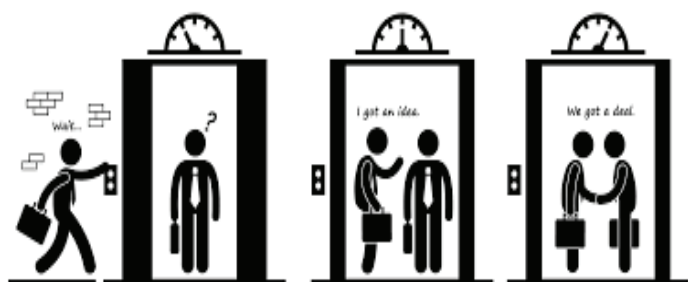
- 1. The defined offering**
Must be short, simple and capable of being understood by everyone, like "a SaaS platform", "a mobile application", "Brexit transition consultancy".
- 2. The defined audience**
This is the group of people you are marketing your offering to.
In the case of B2C it will be a specific demographic, such as "women age 25 to 35 years old."
In the case of B2B, it is more likely to be a job function at a type of corporation, such as "HR manager at technology startups".
- 3. Solve a problem**
Now that you have stated your offering helping a particular audience you need to state the problem you are solving.

The problem needs to be specific and something that everyone can understand, such as "reduce the time in collecting invoices" or "creating an immersive entertainment experience."
- 4. Your solution**
The final component – your own unique approach to solving the problem, such as "send automated sequence of alerts at pre-set intervals" or "creating virtual worlds in relation to the player's profile and ability".

Another example:

My company BOGOF, has developed an ecommerce website to help female consumers aged between 18-25 shop for the latest handbags and shoes at wholesale prices, with automated updates when prices are lowered, and special offers are announced.

Please use the editable forms in the following page and refer to the London Business Hub example as a guide



03

The one-minute pitch

Once you have developed your elevator pitch you can now move to developing a longer one-minute pitch which can be used on occasions where you need to provide more than a simple introduction.

This one-minute pitch will contain the following additional information.

- The size and value of the market your business is in
- Your competition and how you differentiate your offering
- The current state and level of traction you have achieved
- Your CTA (Call to Action) - what do you require from the person you are pitching to

Use this editable template to create your very own elevator pitch


One sentence elevator pitch – a short one sentence introduction pitch.

My company	Name of your company
Offer	a defined offering
To help	a defined audience
solve a problem with	With
Your solution	


One-minute elevator pitch – a longer pitch for when the short pitch will not suffice.

1	My company			offers
		Name of your company		
				to help
		a defined offering		
		a defined audience	solve a problem	
	with	your solution		
2	We are part of	defined market		
3	Whilst there are			
		Competitor 1	Competitor 2	Competitor 3
	but we	key differentiators / USP		
4	We provide			
		current level of traction or development	state of team or company	
5	To find out more			
		call to action / what is your ask?		
6				
	What will you do with your Call to Action?			

There are a number of useful websites to help you with your elevator pitch. Click on either of the following links:



The balance small business
6 steps for writing a powerful elevator pitch



Hubspot
10 Elevator Pitch Examples to Inspire Your Own



toggl track
Top 7 killer elevator pitch example



Forbes
How to prepare the perfect elevator pitch

The information in this guide was inspired from The Founders Institute. [Click Here](#) to find out more

Elevator Pitch example – London Business Hub

One sentence elevator pitch – a short one sentence introduction pitch for the London Business Hub

My company	The London Business Hub
	Name of your company
Offer	free business advice and support
	a defined offering
To help	London based businesses
	a defined audience
address challenges they face in starting and growing their business	With
solve a problem with	
free access to a wide range of initiatives, programmes and resources to help you start, sustain and grow your business	
Your solution	

One-minute elevator pitch – a longer pitch for the London Business Hub when the short pitch will not suffice.

1	My company	The London Business Hub		offers
		Name of your company		
		business advice and support		to help
		a defined offering		
		London based businesses	address challenges they face in starting and growing their business	
	a defined audience	solve a problem		
	with	free access to a wide range of initiatives, programmes and resources to help you start, sustain and grow your business		
		your solution		
2	We are part of	the national Growth Hub network		
		defined market		
3	Whilst there are	38 growth hubs across the UK,	we are the only ones covering London	
		Competitor 1	Competitor 2	Competitor 3
	but we	key differentiators / USP		
4	We provide	an extensive range of free support, advice, programmes and resources including 1-2-1 support through experienced business advisers that can be accessed through our website		
		current level of traction or development	state of team or company	
5	To find out more	visit our website to find will work best for you and your business or book an appointment with a business adviser to see how we may be able to help		
		call to action / what is your ask?		
6	Initial video meeting to find out more about the entrepreneur, their business, challenges faced and discuss how we may be able to help			
	What will you do with your Call to Action?			