

Elevator Pitch

The elevator pitch is a tool used to position your products succinctly by describing:

- the target segment your product is aimed at,
- the business problem your product solves,
- the category your product fits into
- your unique value proposition – how you are differentiated from the competition
- why you are different from your main competitor
- why your solution is ‘the best buy for this situation

From “Crossing the Chasm” Geoffrey Moore

Elevator Pitch Template:

For [target customers]

who have **[compelling reason to buy]**

our product is [new product category]

that provides [key benefit (which solves problem)]

we have [differentiated] whole product most relevant for your industry

Also (for internal use only!) consider your competition, and why you provide a better solution:

unlike [competitor]