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 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]