

THE 9 STEPS TO CREATE YOUR ELEVATOR PITCH

1. **Introduction:** Start with a concise and engaging introduction, including your name and a brief statement about yourself or your role.
2. **Problem Statement:** Identify a problem or pain point that your product, service, or idea solves. Make it relatable and compelling.
3. **Solution:** Explain how your product, service, or idea addresses the problem. Highlight its unique selling points and benefits
4. **Value Proposition:** Clearly articulate the value or benefits that your offering provides to the target audience. What sets you apart from competitors?
5. **Target Audience:** Specify who your product or service is intended for. Be specific about your ideal customers or clients.
6. **Traction or Proof:** Share any relevant data, achievements, or milestones that demonstrate the potential success or impact of your idea.
7. **Call to Action:** End with a clear and actionable request. What do you want the listener to do next? It could be a meeting, partnership, investment, etc.
8. **Engaging Storytelling:** Use storytelling techniques to make your pitch memorable and relatable. People connect with stories
9. **Conciseness:** Keep it brief, ideally within 30-60 seconds. Avoid jargon and unnecessary details.

HEALTHY BITES ELEVATOR PITCH

"Hi, I'm **John Smith** and I'm the founder of **Healthy Bites**. We've identified a common challenge in today's fast-paced world: finding tasty, convenient and healthy meal options. Our solution? organic freshly prepared, ready-to-eat, healthy meals delivered to your doorstep.

Our customers, busy professionals like you, love the ease and nutrition we offer. In just six months, we've served over 1,000 satisfied customers, with 98% rating us 5 stars.

We're now looking to expand our reach and partner with local offices to bring tasty and better lunch choices to employees. Are you interested in helping us make your workplace dining healthier and more convenient?"
