

The Karleen Leveille Entrepreneurship Center Elevator Pitch Worksheet

An Elevator Pitch is a 30 second statement that you would say to an investor if you only had 30 seconds to talk to them on an elevator.

Some tips:

- Make it memorable
- Use metaphors if it helps only
- Avoid industry jargon
- Focus on problem/solution

Here is an example of an elevator pitche that turned into a company that you probably heard of.

WeWork Elevator Pitch

There are 40MM independent workers in the US: consultants, freelancers, and small business owners. Solving office space is tough and expensive, especially in cities like New York. We created the concept of space as a service. We have 20 locations in the city- where people can rent a desk or an office without any of the complications of a traditional lease, effectively saving at least 25% of the cost. They get access to a shared front desk, mailroom, and a community of like-minded people.

Now it is your turn: Answer all below questions in only one short sentence:

1. What is the name of your business?
2. What does your business do?
3. What problem does it solve?
4. Who are your customers and why do they want your service? Why aren't they getting it from your current competitors?
5. What is the solution? How is it better than any other business and How do you know that?
6. How much money can your business earn in 5 years? What's your proof?