

the center for **advancing innovation**

By: The Center for Advancing Innovation

Elevator Pitch Template

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For: The Neuro Startup Challenge

Disclosure: This template is for guidance but is not meant to constitute a comprehensive view of what teams may develop for their elevator speech.

Elevator Pitch Overview

What is it?

The elevator pitch is a concise, carefully planned, and well-rehearsed persuasive presentation of your product and business model that you use to spark interest in your company. This pitch should be one minute using simple language. The pitch should be able to engage a general audience, and be brief enough to ***communicate and persuade*** someone to want to learn more. The term “elevator pitch” refers to a hypothetical situation where you find yourself in an elevator with a wealthy investor who might have an interest in your company. How would you describe your company and business vision to this person in the time it takes the elevator to go from the top floor to the lobby? You can easily refocus the pitch to generate interest in your idea, product, or team in order to attract potential donors, advisors, or customers.

Who is the audience?

Traditionally, the audience would be potential investors. For this competition, our panel of judges will be your audience, which includes a variety of dilutive/non-dilutive potential investors.

Why is it important?

An elevator pitch will help to

- Focus your mission statement and business model into a concise, understandable narrative that can be clearly communicated to a complete stranger at a moment’s notice
- Spark interest in your company in potential collaborators, investors, or customers
- Convince a venture capitalist to take the time to have a more detailed discussion

Key Guidelines?

In a good elevator pitch you should be able to convey all the ***essential*** information about your company in a clear and succinct manner, all the while communicating in a tone that’s ***compelling, credible, likeable, and passionate***. Most of the time, it’s good to tell a story. Focus on ***why your business exists, how you make money and why you are differentiated***.

How should you organize?

- Introduce yourself
- Describe your product in layman’s terms
- Explain why your product is needed, and by whom
- Outline why your product is novel; communicate your unique selling proposition
- Summarize the size and/or growth trend of the market for your product
- Highlight your company’s leadership and qualifications for engaging this market
- Make an honest/credible claim about the business potential of your company in terms of sales or profitability

References

1. Crafting an elevator pitch ([here](#))
2. The three best elevator pitches ([here](#))
3. How to create an elevator pitch ([here](#))