

How to Deliver an Elevator Pitch

What is an elevator pitch?

An elevator pitch is a brief and concise presentation of a business idea; it is the most basic interpretation of the value that the company provides. Its intended purpose is to market the company in such a way that it piques the listener's interest enough for him/her to take action, such as request for more information on the business or a follow-up meeting.

Three key elements you should include in your elevation pitch are:



A problem/opportunity statement: start by identifying a general problem that your product/service seeks to solve or the opportunity that the business will exploit for gains. This may be presented with a leading with a question or salient fact



Product positioning: after you have identified a problem which requires a solution, introduce your product and the value it presents as a solution to the identified problem



Potential value: state what you seek and the potential value to be derived from this. For example, if you seek funding then state the potential returns that such an investment could yield to pique the listener's interest enough to request more information or a follow-up meeting

Qualities of a good elevator pitch

A good elevator pitch is:

- Simple and direct: it conveys the business concept in simple and clear terms
- Relevant and up to date: it reflects the current state of your business in line with emerging trends
- Short and engaging: it is delivered within a short timeframe, typically within a minute /few minutes with poise and is engaging

An effective elevator pitch requires prior research and practice to refine ideas and convey the message succinctly. Confidence is central to gaining the attention and trust of the audience; the greater the time invested in practicing, the greater the confidence with which the pitch is delivered. Some practical tips to help you deliver a good pitch are:



**Monitor
your body**



**Practice in
the Mirror**



Be Positive