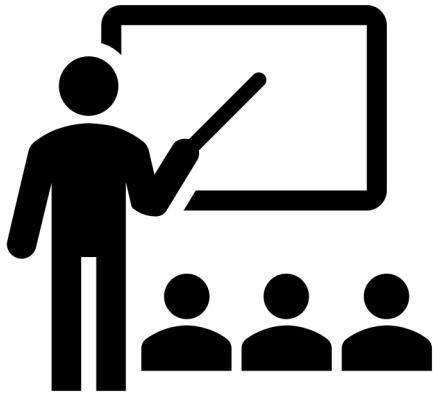


ELEVATOR PITCH TRAINING

Joel van der Schyff

joelvanderschyff@gmail.com

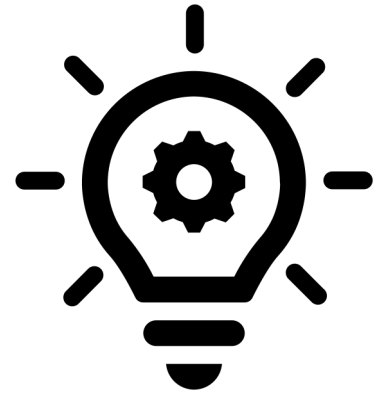
WHAT IS AN ELEVATOR PITCH?



“An elevator pitch is a **short description** of an idea, product or company that explains the **concept** in a way such that any listener can understand it in a **short period of time.**”

TIPS

- Should you have slides?
- If you do, keep them professional
- Don't try cover everything, highlight key info
- Pitch to your investor
- Know your numbers and
- Know your market need!



Step 1:

THE PITCH



“We solve **[problem]** by providing **[advantage]**,
to help **[target]** accomplish **[target’s goal]**.”

We make money by charging **[customers]** to
get **[benefit]**.”

Step 2:

THE PROBLEM



- “The problem” is your most important asset so make the investor feel the **pain point**.
- Why is this an important problem to solve and how does it affect the end user?
- Personal experience / story telling?

Step 3:

THE SOLUTION



- How is your product/service going to improve the world by fixing this problem?
- How does the world look after your solution is implemented?
- DEMO's? very tough in an elevator pitch.

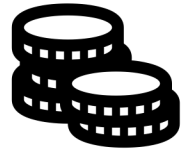
Step 4:

MARKET NEED



- Be realistic and cite sources
- Avoid the “If I only capture 1% of this market, that will be enough to make millions!”

Step 5: BUSINESS MODEL



- How are you going to make money?
- Revenue streams and pricing
 - Recurring Rev or One time payment?
 - Fixed or dynamic pricing?
 - ...
- Avoid too many or too complex Rev streams

Step 6:

COMPETITION



- How are you solving the problem differently?
- How is your business model more effective/efficient/scalable/sustainable?
- Don't knock the competition

GO-TO MARKET STRATEGY



Step 7:

- Marketing Plan – know your target market
- Three engines of growth. Sticky, viral or paid?
 - If it's sticky – what is the current retention rate?
 - If it's viral – what are your growth KPIs?
 - If it's paid, how much does it cost to get more users / R turnover?

Step 8:

THE TEAM



-
- What's the value of an idea without proper execution?
 - How do start up's raise large capital pre revenue?
 - Your team:
 - Relevant experience and skills
 - Team diversity can mitigate lack of industry experience

Step 9:

TRACTION or PROJECTIONS



- What have you achieved so far?
- Revenues? Growth? Key clients & partnerships?
- Pre or post revenue

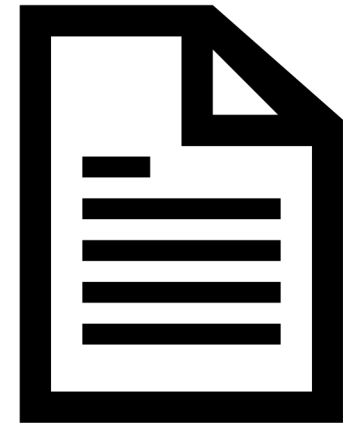
Step 10: BUSINESS NEEDS



- What do you need to realize your project's potential?
- Distribution of funds
- Define exactly what you are looking for

SUMMARY

- Step 1: THE PITCH
- Step 2: THE PROBLEM
- Step 3: THE SOLUTION
- Step 4: MARKET NEED
- Step 5: BUSINESS MODEL
- Step 6: COMPETITION
- Step 7: GO-TO MARKET STRATEGY
- Step 8: THE TEAM
- Step 9: TRACTION or PROJECTIONS
- Step 10: BUSINESS NEEDS



<https://youtu.be/OYWIfYIAYrl>

Keep it punchy, **visual** and always keep in
mind the point of view of the end user.