



A successful elevator pitch sparks the interest of potential investors or customers in less than 60 seconds. It's snappy and convincing but also tell a story. Use this worksheet to come up with the highlights of your elevator pitch — but try to avoid writing it out word-for-word to keep things natural.

1. **Introduce yourself and your business.** Keep it casual and highlight a key feature of your business.

Your introduction:

2. **Describe a problem your business solves.** Set up your pitch by showing there's a need for your business. Make it relatable by including a real-world example.

The problem:

Real-world example:

3. **Show how your business provides a solution.** Add some life to the solution by including an example of a satisfied customer (this can be hypothetical if you're just starting out).

Your solution:

4. **Identify your what makes you unique.** Who is your business for? How does it stand out from the competition? Don't forget to keep things positive!

Who your solution helps:

How you're better than the competition:

5. **How does your business work?** Break down how your business operates in just a few words. Wrap up with what *the other person* will get out of working with you, which could be financial rewards but also emotional benefits such as helping the community.

Business model summary: