

How to Give a Great Elevator Pitch

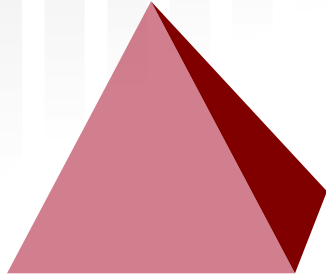
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CHICAGO **BOOTH**



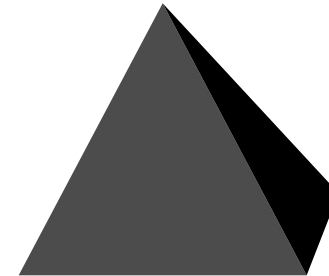
The University of Chicago Booth School of Business

Content

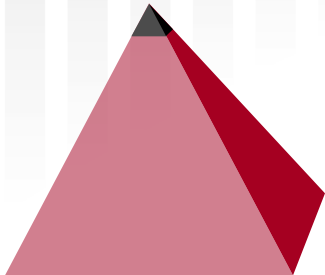


Everything you know about your subject

Does **not equal** your presentation



Elevator Pitch



Purpose: Grab listener's attention

Tools: Two sentences

Content: Clear statement of your case

Not good: We have developed a proprietary algorithm that models moving objects as trajectories and uses a dynamic variable to manage uncertainty. Our technology allows companies to optimize their mobile assets in real-time and develop a whole new class of location-based services.

Better: Our software dramatically improves a company's ability to manage mobile resources like trucks, service personnel and equipment. The system builds on standard tracking systems by proactively notifying dispatchers when schedules are off and enabling them to match resources to requirements on the fly.

Creating an Effective Elevator Pitch

- 1) SOLUTION: What is the product/service you offer?
- 2) PROBLEM: What is the problem/need being addressed?
- 3) CUSTOMER: Who would benefit from your solution?
- 4) DIFFERENTIATION: What makes your solution unique/interesting?

We offer [SOLUTION] _____
That solves [PROBLEM] _____
For [CUSTOMER] _____.
It is important because [DIFFERENTIATION] _____
_____.

Understand the Fund Raising Process

- Elevator Pitch
- Business Plan Presentation
- One Hour Meeting
- Due Diligence
- Term Sheet
- Contract/Investment



- Pick Up Line
- Coffee Date
- Dinner Date
- Courtship
- Engagement Ring
- Marriage

Thank you!

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