How to Give a Great Elevator Pitch

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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]_____________________________________

___________________________________________________________.

Adapted from the Argentum Strategy Group
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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