

How to make a successful elevator pitch ?

1 HOOK

Capture the imagination and grab the attention with something unique and compelling.

Try a personal story, a question, something with current events.

2 PROBLEM

Make your audience aware that a problem exists. Let them feel some pain and yet eagerly seek a remedy. Use examples.

3 UNIQUE SOLUTION

What can you offer that no one else can? Capture the desire of something new, offer a unique value.

4 TEAM

When it relevant, display positives examples of your determination and ability to get the job done.

5 CLOSE

Open the discussion, mention what opportunities your project will open, how good life will be if your proposition is live.