## Writing Your Elevator Pitch

(Modified from http://office.microsoft.com/en-us/word-help/3-steps-to-a-great-elevator-pitch)

Your elevator pitch must answer the following questions:

1. What is the name of your app?	
2. What does your app do?	
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3. Who is your target audience? Who will use your app?	
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4. Why will they use your app? What's in it for them?	
5. How is your app different than what's already out there?	
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Don't forget that the goal of a successful elevator pitch is to get the recipient to say, "Tell me more about your app."