

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?

- 3. Who is your target audience? Who will use your app?

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?

Don't forget that the goal of a successful elevator pitch is to get the recipient to say, "Tell me more about your app."