

Here's a step-by-step guide to develop your Elevator Pitch in a longer format:

1. Define Your Goal:

- **What do you want to achieve with your pitch?** Are you trying to secure funding, land a new client, or simply spark interest in your business idea? Having a clear goal will help you tailor your message.

2. Identify Your Audience:

- **Who are you pitching to?** Understanding their background, interests, and potential challenges will allow you to craft a pitch that resonates with them.

3. Craft Your Hook:

- **Grab attention in the first few seconds!** Start with a compelling statement that highlights the problem you solve or the value you create.

4. Explain Your Business:

- **In a concise and clear way, explain what your business does.** This should take no more than 2-3 sentences.

5. Focus on Benefits:

- **Don't just describe your product or service, explain how it benefits the listener.** Focus on the value proposition and how it solves a specific problem or pain point.

6. Use Powerful Language:

- **Choose strong verbs and action words to keep your pitch dynamic and engaging.** Avoid jargon or technical terms your audience might not understand.

7. Keep it Short & Sweet:

- **Remember, you only have a short amount of time.** Aim for your pitch to be around 30-60 seconds.

8. Practice & Refine:

- **Practice your pitch out loud, ideally in front of a mirror or a trusted friend.** This will help you identify areas for improvement and build confidence in your delivery.

9. End with a Call to Action:

- **Tell the listener what you want them to do next.** Do you want them to visit your website, schedule a meeting, or simply connect on LinkedIn?

Here's an example elevator pitch template to get you started:

- **Attention Grabber:** "Did you know [insert surprising statistic about your industry]?"
- **Introduce Yourself:** "I'm [Your Name] and I [briefly describe what you do]."
- **Value Proposition:** "We help [target customer] by [solving their problem] which allows them to [benefit]."
- **Call to Action:** "I'd love to chat more about how we can help your business. Are you free for a quick call next week?"

Remember: Your elevator pitch is a first impression, so make it count! By following these steps and practicing your delivery, you can develop a compelling pitch that will capture attention and leave a lasting impression.

In shorter format, here are two templates you can use to simplify the process for the purposes of this exercise:

1) “We help (customers) (solve problem) (for benefit)”.

OR

2) “We (benefit) (target customers) so they can (gain result)”.

Ex: Senseye

If you have 15-30 seconds:

“Senseye understands from your eye what’s going on in your brain. With a standard cell phone camera, we will diagnose and measure treatment for various mental health disorders, starting with PTSD, anxiety and depression.”

If you have 5 seconds:

“We analyze the brain through the eye to diagnose mental health disorders”

If you have <5 seconds:

“We analyze the brain through the eye”

Hints + Tips:

1. Use 8th grade vocabulary: No complicated jargon or trendy buzzwords
2. Be specific and narrow: If you sell multiple products to multiple types of customers, pick the single most important product and customer type for your elevator pitch
3. Make it conversational: The way we write versus talk is different
4. Quantify with numbers or factoids: They help certain claims sink in better

Elevator Pitch V1:
