

WHAT DOES A GREAT PITCH LOOK LIKE?

Based on Chris O'Leary's "Elevator Pitch Essentials"

Greeting

Summary Sentence: The whole idea in one sentence

The Customer (To whom is my product / service directed?)

The Problem (Traditionally, what has been missing in society, due to an absence of the product / service which I will provide?)

The Pain (How does the consumer / society suffer, as a result of this absence?)

The Solution (How will my product / service alleviate this pain?)

The Benefits (Why is my product / service better than anything that has come before?)

The Team (Of whom does my company / group / team consist?)

The Money / What I Require... (What do I need from YOU, the person to whom I am pitching?)

The Deal (Future) (Could I have a further meeting with YOU, to discuss the details of my product / service and my plan for accomplishing my goal?)