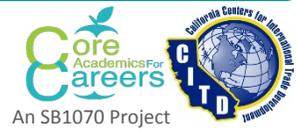


Name(s):

Period:

Date:

Preparing your Elevator Pitch



Preparing for the Pitch – The Concept

Ella's game and her shop have both done very well, so she is on the hunt for an investor. Although the shop is making money, if she was to expand internationally she would be able to increase her profits significantly. This means she's looking for investors, and just like you might see on Shark Tank, Ella has a lot of preparation to do.

Ella's Elevator Pitch

Although the numbers are an essential part of any business, an investor needs to know quite a few other details. An "elevator pitch" is a quick one minute introduction to your business. This not only gives them the overview of what the business is about, but this is also their first impression of who they would be working with if they invest.

Qualities of a Good Elevator Pitch

- ✓ Clearly present your idea in the first 2 sentences.
- ✓ Be concise – don't repeat yourself
- ✓ Present the benefits to their company or the consumer as well as the environment
- ✓ Back up your idea with evidence to make yourself credible
- ✓ Speak conversationally - speed talking will not get your point across
- ✓ Leave them wanting more – what can they do now?
- ✓ Show off your personality – they are unlikely to invest if they don't feel they will work well with you



If the elevator pitch doesn't go well an entrepreneur may not even have a chance to share their financials. Investors have a limited time, and "time is money", so they will not spend money or time unnecessarily.

Check out these videos on how to make your own elevator pitch:

What is an elevator pitch? <http://youtu.be/QXOwtAFDJVE>

Strategies for your pitch: <http://youtu.be/XvxtC60V6kc>

Here is Ella's Elevator Pitch, answering the three key questions

Introduction – Write 1 to 2 sentences to introduce yourself as well as the company.

Hi, I'm Ella and I come from Grovetown, California, where my company "Ella's Game Emporium" has brought back games as the new Grovetown pastime.

What are the benefits of this product and list any evidence or reasoning you have

Ella's Example: Board games and card games bring families and friends together at a time when electronics is pulling them apart. There are so many new and interesting games on the market, including my own *35 to Win* and the many I've brought in from game entrepreneurs from the US to Germany to Japan. The world is our gameboard and I'm here with the strategies that will allow "Ella's Game Emporium" to win the game.

What do you need going forward

Ella's Example: In order for us to win "world domination" in the game industry we need to expand "Ella's Game Emporium". By partnering with an outlet in Europe we can simplify the customs process and ship easily throughout the EU. We plan to be a shipping house for the newest games in the US, a niche that definitely needs to be filled.

We hope to ally with you to make it happen. The question is – will you roll the dice with us?

Prepare your own Pitch

In order to get a feel for what it is like to make a pitch, you will need to prepare to pitch to your peers in class. Choose an item that you will pretend is your new invention or product, then be ready to spend 30 seconds to 1 minute pitching that item in class.

Introduction – Write 1 to 2 sentences to introduce yourself as well as the company.

What are the benefits of this product and list any evidence or reasoning you have

What do you need going forward