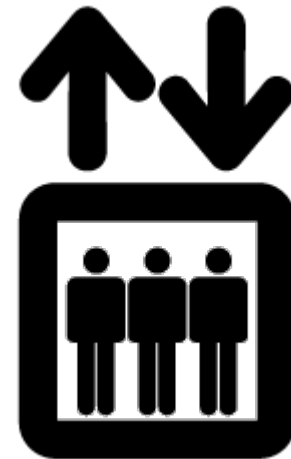


# Elevator Pitches

Lecture 3L  
GSL Peru 2014

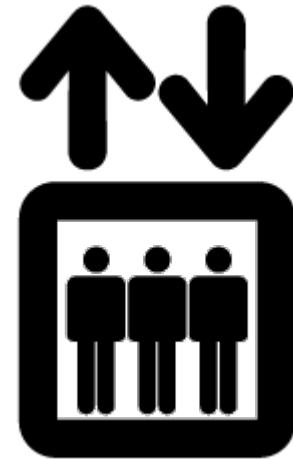
# The Elevator Pitch

Consider being in an elevator for 30 seconds with an investor. What do you do?



# The Elevator Pitch

- As little as 30 seconds
- Say just enough to hook interest
- Get a conversation started



# Why Pitch?

- Get funding from investors
- Find partners for your venture
- Sell product to customers

# Example:



Registrarme

Ingresar

## Busca inmuebles en Peru

Departamento, Provincia ,Distrito o Proyecto

Propiedad  Operación

Presupuesto máximo

SI. 3,000,000 o más

**Buscar 20994 propiedades**

**arteco** Depa+Club  
INMOBILIARIA — VIVE EN UN TODO INCLUIDO —  
HUACHIPA





## Elevator Pitch sentence structure:

FOR (target customer), WHO HAS  
(customer need), (product name) IS A  
(market category) THAT (one key benefit).  
UNLIKE (competition), THE  
PRODUCT (unique differentiator).

# Example: adondevivir

For Peruvians who are looking for housing, adondevivir.com is a reliable online portal that connects renters to landlords. Unlike newspaper advertisements, adondevivir.com allows searching by region.



# The 9 C's of an Elevator Pitch (Chris O'Leary)

Concise

Clear

Compelling

Credible

Conceptual

Concrete

Customized

Consistent

Conversational

# Preparing Pitch 9 C's - Chris O'Leary

- **Concise** – keep the pitch succinct and clear, with as few words as possible.
- **Clear** – an effective elevator pitch should be understood by a layman, rather than being filled with acronyms and industry terminology.
- **Compelling** – what problem does your business solve? What can you do for your target audience?

# Preparing Pitch 9 C's - Chris O'Leary

- **Credible** – spell out what makes you qualified to do what you do. Using credibility-driven words like "certified" will help sell you.
- **Conceptual** – the pitch should stay at a high level and not go into too many details.
- **Concrete** – while high level, the pitch should also be tangible and easily grasped.

# Preparing Pitch 9 C's - Chris O'Leary

- **Customized** – every target audience is different. The pitch should reflect those differences.
- **Consistent** – no matter how many versions you may have of your pitch, they should all convey the same basic message.
- **Conversational** – the idea of an elevator pitch is to start the conversation and hook your target. Keep it casual and don't try to close a deal in the pitch.



# eduCaixa example



# Cheek'd



# Hot Mama Gowns





# Tips

- Hook audience
- Differentiate
- Examples of successes
- Practice, practice, practice!

# Homework for tomorrow

- Prepare 2 minute pitch on any subject you like for class tomorrow afternoon. You can pitch to sell an used car.
- This can be in Spanish.
- Be prepare to pitch to your classmates and give feedback as well.
- You can have notes if you like.

# References

- Business News Daily - <http://www.businessnewsdaily.com/3937-elevator-pitch.html>
- Elevator Pitch 101 - Chris O'Leary
- 15.390 New Enterprises Lectures - Bill Aulet