

Tuesday Club 30 Second Elevator Pitch Format

- Objective:** To position yourself and your business opportunity in the mind of a potential investor or facilitator **within 30 seconds** in a clear and concise fashion.
- Elements:** Ideally you should try and cover your product, the market, the benefits customers derive and the business opportunity you see and then indicate clearly what you are seeking.
- Your Pitch:** You never get a second chance to make a first impression. Your presentation should be enthusiastic, rationale and non technical. It is a mistake to talk about the product. It is important to talk about the market and the benefits your product offers. If you compete against a well known company reference yourself to them if possible.
- Your Aim:** You want to stand apart from the other presentations so you need a memorable point of difference. This is a competitive process.
- Timing:** Your presentation will conclude after 30 seconds. If you have not finished you will have lost the opportunity to finish. Many investors will think if you can't finish a presentation on time how can you run a business?
- Realsim:** Be realistic in what you say, don't mislead or oversell your product, market or opportunity. Be confident, positive and keep a sense of humour.
- Clarity:** Be clear about what you need. Specify a quantum or type of investor and indicate why you need funding. If you are seeking a facilitator be clear about what help you need. If you want to make sales, establish a board or find a lawyer say so clearly.
- Others:** Learn from the other pitches, ask your self if you understand what they are about and learn from how they present their product. Be alert for opportunities with other companies making pitches, talk to those who seem relevant or are in a similar or adjacent space.
- Practice:** Once you have written your pitch practice on anyone you can. Ask someone who does not know what you do to listen then describe back to you what you do. Refine the timing so it runs to 28 seconds exactly. Choose each word carefully and polish the presentation until you can recite it from memory.

Example One:

My name is Bob Jones and I'm with Sue, Grabbit and Run. We make software for lawyers that helps archive and manage their legal documents. It's a big market worth \$300 million world-wide and its growing quickly. We are the market leader in New Zealand and we are looking for an investor to provide \$300,000 expansion capital to take us into the UK market where the opportunity is clear and very large.

Example Two:

I'm with Blue Sky International. We are a startup software company developing yield management software for the airline industry. This is a very hot space as the legacy carriers struggle to compete with the low cost start ups. We have a prototype product and seed funding from an airline who will become our first customer. We need a board of directors with proven experience in the IT industry to help us find our way to market. My name is Fred Brown, talk to me after the presentations if you can help us.

Example Three:

I'm Mary Brown with Retail Is Detail. We provide very low cost Point of Sale systems to fast food outlets in Australasia. We are number two but growing quickly in the market. We turn over \$5 million and we are profitable. We want to enter the US market and we need about \$2million in expansion capital. We could also use some business contacts there. I'll buy you a drink if you can help us.