

Elevator pitch – concise statement of offering

as adopted from Dr Craig Mudge 2009 www.pacific-challenge.com

The following document is intended to provide assistance in the articulation of the product/ service on offer. For elevator pitches try to place your product/ services into one or two sentences following the example below

Sentence One

- **For** (target customer)
- **who** (statement of need or opportunity)
- **the** (product/service name)
- **is a** (product/service category)
- **that** (statement of key benefit – the compelling reason to buy)

Sentence Two

- **Unlike** (primary competitive alternative)
- **our product** (statement of primary differentiation)

Example: the Joey, an MP3 player

For running enthusiasts **who** wish to take their music with them **the** Joey **is a** music player **that** does not skip tracks.

Unlike existing players that have spinning disks **our product** stores the music in a memory stick with no rotating parts.