

Elevator Pitch Template

Why is your product interesting? In 10 seconds or less

For

(target customer)

who

(dissatisfaction with available solutions)

our product is

(new product category)

that

(key benefit for customer)

unlike

(alternative solution)

our product

(how it solves need better than alternative)

* Don't make this the actual pitch! Use this template to explicitly think about your product. Fill in the blanks to base trade offs on and to inform a real - more interesting, less formulaic - elevator product pitch.

