

# Writing an Elevator Pitch

An elevator pitch is a mini-business plan, that could be presented to a top executive you meet by chance in an elevator. It should take 30-60 minutes to read. Here are the questions you must answer:

1. What is your product or service?.
2. Who is your market?
3. What is your revenue model?
4. Who is behind the company?
5. Who is your competition?
6. What is your competitive advantage?
7. What do you want from me?

## Your "Elevator Pitch" must contain:

1. *A "hook"*  
Open your pitch by getting the Investor's attention with a "hook." A statement or question that piques their interest to want to hear more.
2. *About 150-225 words*  
Your pitch should go no longer than 60 seconds.
3. *Passion*  
Investors expect energy and dedication from entrepreneurs.
4. *A request*  
At the end of your pitch, you must ask for something. Do you want their business card, to schedule a full presentation, to ask for a referral?

## **Example of an "Elevator Pitch"**

Here is what I'd use to "pitch" SeekingCapital.com:

SeekingCapital.com is changing the future of private equity investing.

Private equity is a \$100 billion a year market, with over 400,000 entrepreneurs aggressively seeking capital at any given time.

SeekingCapital.com offers entrepreneurs and investors an efficient and uniquely interactive method for obtaining or investing capital in pre-IPO companies.

SeekingCapital.com is not an "Internet only" company, but supports its online community with local franchises in the United States and internationally.

Our team has decades of experience in the securities industry, investment banking, private equity, and executive management. My partner and I have worked together side by side for several years co-managing and running the entire Internet operations of a publicly traded brokerage firm.

Our competitors such as XYZ Corp. and ABC Capital have had much success-ABC Capital was recently valued at \$550 million . . . despite several limitations.

SeekingCapital.com isn't just a listing or matching service, we offer a community that breeds interaction, education, and discussion. We work with companies globally, through all stages of funding, and across all industries.

We are anticipating \$XXX million this round to be used for employee building, increased office space, and marketing.

We have a compelling two page executive summary that I would like to send you. Can I get your address?