

Pitch Prep Guide

Want to deliver an effective 60-second elevator pitch but need a bit of help putting it together? Here's a quick cheat-sheet to help you get started.

You need to set the scene and move quickly, but without rushing – which is easier said than done when you only have 60-seconds! This means delivering the key headlines in as concise and structured a way as possible. A great approach is to organise your elevator pitch using this tried-and-tested format:

*Did you know that [your target market] has [problem]?
We've created a [solution] that [add this value].*

*So far we've achieved [traction/progress.] Now we're
looking for [ask] to achieve [goal]. My team and I have
[experience/skills] and are in a great position to achieve
our objective.*

This structure will help you build on your opening statement and tell a compelling story that illuminates the problem you're trying to solve and draws your listeners in.

Here's an example of how it works in practice:

Did you know that nearly 30 percent of trucks in the U.K. aren't carrying any cargo because they can't find a load to carry on return trips? This leads to more than £360 million a year in wasted fuel costs alone.

We've created a technology company that matches empty trucks to companies looking to move cargo, so trucking companies can generate business from previously empty trips. So far, we've landed contracts with two of the largest trucking firms.

Now, we're looking to raise £250K investment, ideally from angel investors with previous industry experience, so we can expand our operations and grow into countries outside of the U.K.*

*Let's get this show on the road etc.***

You can deliver this type of pitch anywhere, anytime and, if necessary, without any supporting visual aids. If you are in a position to use visual aids then a single holding slide with your company name/logo, a 1-line descriptor and contact details should more than suffice.

**We've used a financial ask here but it's just as likely to be a non-financial ask e.g. we're looking for co-founders with these skills, mentors with this experience etc.*

***Adding a dodgy call-to-action line at the end is entirely optional 😊*