

# RISE-WA

## Rural Investment for Small-business Empowerment

*Project administered by*



*Pacific NorthWest  
Economic Region*

*With funding from*



Washington State  
Department of  
**Commerce**

Crafting a  
Captivating  
Elevator  
Pitch



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# Understanding the Elevator Pitch

**Definition:** A brief, persuasive message that can be delivered within the duration of an elevator ride (around 30 seconds to 1 minute).

An elevator pitch must:

- Be clear and concise
- Identify your target audience and problem you are trying to solve
- Start with a compelling hook or attention-grabbing statement
- Conclude with a clear call-to-action

# Unique Selling Points

WHAT SETS YOUR  
BUSINESS APART  
FROM THE  
COMPETITION?

WHAT PROBLEMS  
DO YOU SOLVE  
FOR YOUR  
CUSTOMERS?

WHAT BENEFITS  
DO YOU OFFER TO  
YOUR  
CUSTOMERS?

# Structuring the Elevator Pitch:

Step 1

Introduce yourself and start with a hook or attention-grabbing statement.

Step 2

State your company's mission/purpose.

Step 3

Explain the company's value proposition (Unique Selling Points).

Step 4

Conclude with a clear call-to-action.



# Elevator Pitch Activity



Breakout sessions where you will get to share your Unique Selling Points with each other and receive feedback.



Each participant will get about 5 minutes to share, and 5 minutes to receive feedback.



We encourage constructive feedback, focusing on clarity, conciseness, and impact.

Thank you for your time.



For follow-up questions please contact us at:

[jose@growingcontigo.com](mailto:jose@growingcontigo.com)

[www.growingcontigo.com](http://www.growingcontigo.com)

# Wrap-up and Next Steps

- **Next Accelerator session: Tech showcase**
  - Wednesday, **September 13**, 6:00 pm – 7:20 pm
  - Same Zoom link! <https://us02web.zoom.us/j/83527735341>
- **Recordings and materials from prior Accelerator sessions:**  
<https://www.pnwer.org/rise-wa-cohort.html> (pw: risewacohort)



# Wrap-up and Next Steps

## Questions?

- RISE-WA program overall (requirements, contracting, invoicing):
  - Steve Myers, PNWER, 206-443-7723 / [steve@pnwer.org](mailto:steve@pnwer.org)
- Accelerator programming and technical assistance:
  - Katherine Cortes, BERK, 206-493-2403 / [katherinec@berkconsulting.com](mailto:katherinec@berkconsulting.com)
- Recruitment Team
  - Eric Fitzgerald - [precisedetailz001@gmail.com](mailto:precisedetailz001@gmail.com)
  - Donald Williams - [fromthelightllc@gmail.com](mailto:fromthelightllc@gmail.com)