

# RISE-WA

## Crafting a Captivating Elevator Pitch for Your Business

Writing an elevator pitch for a small business is essential for conveying your company's value proposition quickly and effectively. The elevator pitch should be a clear description of your company's reason for being. It should capture the attention of potential customers, investors, or partners. Typically, successful elevator pitches are brief and persuasive messages that can be delivered within the duration of an elevator ride (around 30 seconds to 1 minute max).

### Unique Selling Points Brainstorming

Please take some time prior to the RISE-WA Accelerator Workshop to brainstorm your Unique Selling Points (USPs). A USP is a tool used to communicate the key factors that separate your product or service from the competition and why you're the best possible solution for your prospects based on their unique needs. Please make a list of 3 to 5 words or phrases that answer the following:

*What sets your business apart from the competition?*

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*What problems do you solve for your customers?*

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*What benefits do you offer to your customers?*

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# Elevator Pitch Activity

Use either of these formats to structure your elevator pitch. Feel free to edit and adjust as necessary. Once you have it written down, practice it with someone else and continue refining it until you feel comfortable enough to deliver your elevator pitch at a moment's notice. We will be practicing our elevator pitches together during the RISE-WA Accelerator Elevator Pitch Workshop on 8/2 (6pm).

**Freeform Elevator Pitch:** *Use your USP key words and phrases to develop your elevator pitch.*

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**Structured Elevator Pitch:** *Use your USP key words and phrases to develop your elevator pitch.*

My business name is

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We offer (product or service)

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To help (target audience)

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To (problem you're solving)

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Through our (competitive advantage)

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