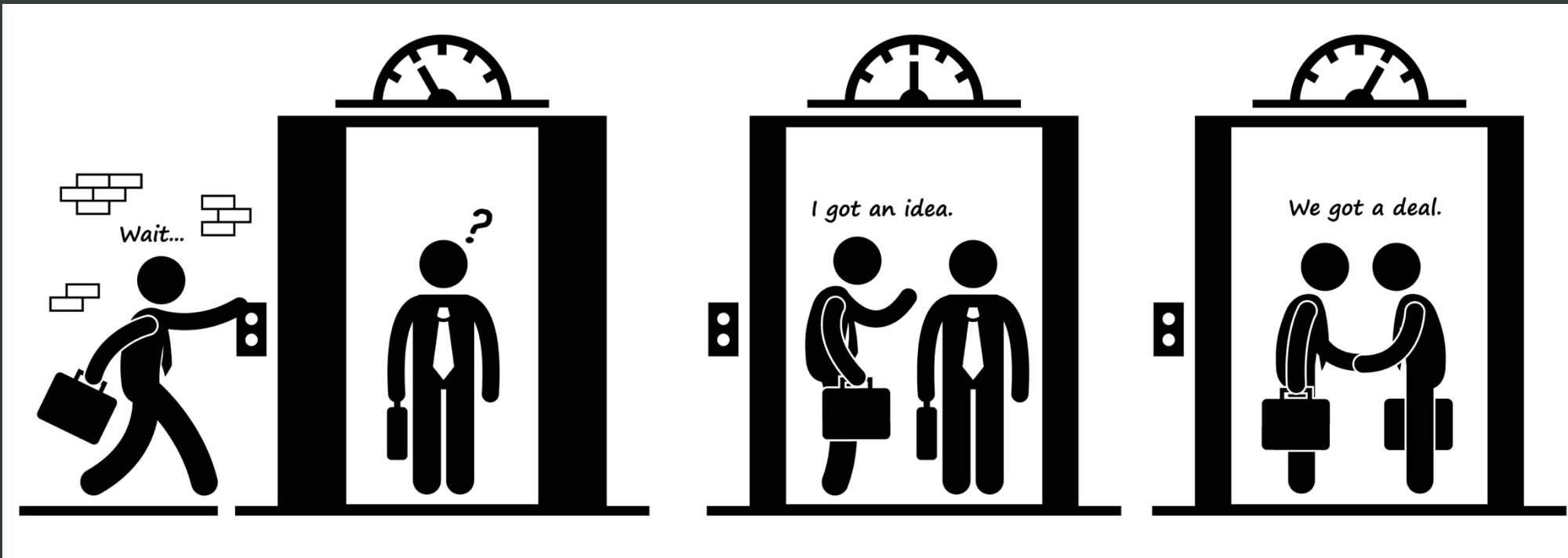


# Elevator Pitch / Executive Summary



# The Elevator Pitch

- What is it?
  - Definition
  - A sales pitch, sort of (casual, not formal!)
  - Why do we need it?
- What makes a good pitch?
  - Brief
  - Clear
  - Strong
  - Exciting
  - Goal
  - Hook

# The Elevator Pitch

- General structure:
  - Hook
  - Brief body
  - Conviction
  - Request
- Other considerations
  - What do *you* offer *them*?
  - Why should you and your company exist?
- Please make sure it's well written

# 10 tips for writing (Business Week)

- What's the goal?
- Know your target
- It's not about you
- Be genuine
- Be specific (less of an issue here)
- Be prepared
- Solve a problem
- Be passionate
- Rehearse
- Short!

# The Elevator Pitch

- Here's what you should do:
  - Describe who you are
  - Describe what you do
  - Determine a goal
  - Determine how to achieve that goal
  - Determine your hook
  - Take a break
  - Reread
  - Assemble the best parts
  - Final edit down

# The Elevator Pitch

- Breaking it down (Disney):
  - Set the stage
  - Desire
  - Conflict
  - Alternatives, or lack thereof
  - Solution
  - Prestige

# The Elevator Pitch

- Breaking it down (Disney):
  - Set the stage
    - What is, or used to be, the situation you are working in?
    - Example: “People have ‘casual’ events with their friends all the time; they go bowling, clubbing, to the movies...”
  - Desire
    - What do people want?
    - “You could say that we just hate to feel bored! We want to spend every spare minute with our friends!”
  - Conflict
    - What’s the problem you’re addressing?
    - “However, it is really a pain to plan those events! You need to make numerous calls and texts to get everyone on board...and it gets worse when things change!”



# The Elevator Pitch

- Breaking it down (Disney):
  - Alternatives
    - What other options are there, and why are they not sufficient?
    - “You can use Facebook for this, but a Facebook event feels too ‘formal’ for just seeing a movie.”
  - Solution
    - How does your product / service solve this problem?
    - “With Google Fiesta you just send out a message saying that you want to do something, somewhere, sometime, and let things take off from there.”
  - Prestige
    - How does this make everyone's lives better?
    - “Keeping the event open for change, anyone can join the conversation. And by putting this conversation in a central place, you get rid of all those annoying phone calls.”

## Practice and pacing

“People have ‘casual’ events with their friends all the time; they go bowling, clubbing, to the movies... You could say that we just hate to feel bored! We want to spend every spare minute with our friends! However, it is really a pain to plan those events! You need to make numerous calls and texts to get everyone on board...and it gets worse when things change! You can use Facebook for this, but a Facebook event feels too ‘formal’ for just seeing a movie. With Google Fiesta you just send out a message saying that you want to do something, somewhere, sometime, and let things take off from there. Keeping the event open for change, anyone can join the conversation. And by putting this conversation in a central place, you get rid of all those annoying phone calls.”

# Practice and pacing

People have “casual” events / with their friends / all the time // they go bowling / clubbing / to the movies... //

You could say / that we just hate to feel bored! // We want to spend / every spare minute / with our friends! //

However / it is really a pain / to plan those events! // You need to make numerous calls and texts / to get everyone on board... // and it gets worse / when things change. //

You can use Facebook for this / but a Facebook event / feels too “formal” / for just seeing a movie. /

With Google Fiesta / you just send out a message / saying that you want to do something / somewhere / sometime... / and let things take off from there. //

Keeping the event open for change / everyone / can join the conversation. // And by putting this conversation / in a central place / you get rid of all those annoying phone calls. //

# Take-away message

- An elevator pitch is like a short story
- No need for details
- Practice

# The Elevator Pitch

- [Guide from about.com](#)
- [Guide from INC](#)
- [Guide from Forbes](#)
- [Very good advice from Harvard Business Review](#)

# The Executive Summary

- What is it?
  - Definition
  - Why do we need it?
  - Who is it for?
  - Two types
- What makes a good executive summary?
  - 1-2 pages long
  - Well-written
  - Mission statement / Hook
  - Describes problem, and company or product strengths / solutions
  - Forward / Relevant / Comparative
  - Important: Leaves no 'w' questions

# The Executive Summary

- Know your audience
  - This will determine tone and content
- General guidelines
  - No hyperbole
  - Use personal pronouns, be collective
  - Take a break
  - Reread
  - Edit down