

## Elevator Pitch Exercise #2

This exercise is designed for teams of 4 or more participants, though the best results are achieved with larger groups. Each participant should fill out a copy of the worksheet. Once all the worksheets are complete, draw out a chart with columns for each field on the worksheet. Review each worksheet and add it's content your chart. When complete, remove duplicate entries and look for new combinations that improve the pitch.

Hello, I'm [first name], I work with [company name].

We help \_\_\_\_\_  
ONE OF YOUR TARGET MARKETS

by \_\_\_\_\_ .  
ONE SENTENCE SUMMARY OF YOUR OFFERING

Our customers include \_\_\_\_\_ ,  
THE TARGET MARKET YOU ARE PITCHING WITH ONE EXAMPLE

who were dissatisfied with \_\_\_\_\_ .  
CURRENT MARKET ALTERNATIVE / COMPETITORS

our product/service \_\_\_\_\_  
UNIQUE VALUE PROPOSITION

that provides \_\_\_\_\_  
DELIVERABLE / RESULTS

Unlike, \_\_\_\_\_  
CURRENT MARKET ALTERNATIVE / COMPETITORS

we offer \_\_\_\_\_ .  
DIFFERENTIATING ATTRIBUTES OF YOUR OFFERING