



OAS | More rights
for more people



Women's
Economic
Empowerment

Elevator Pitch Template

Module 5 Resource

OAS WEE Train-the-Trainer Program



OAS | More rights
for more people



Women's
Economic
Empowerment

An elevator pitch is a concise and compelling summary of an idea, product, service, or oneself, typically delivered in the time it takes for an elevator ride, which is usually around 30 seconds to 2 minutes. The goal of an elevator pitch is to quickly and effectively convey essential information and generate interest from the listener. It should answer key questions like "What do you do?" or "What makes your idea or offering unique?" Elevator pitches are often used in networking, job interviews, or when seeking investment opportunities, where making a memorable and impactful first impression is crucial.



OAS | More rights
for more people



Women's
Economic
Empowerment

Elevator Pitch Example

WHO?	
<p>What would you want the listener to remember most about your company? This should be a high-impact opening statement that tells us exactly who you are and what you do.</p>	<p>Do you want to save time and money? We reduce training and development costs by 50% annually.</p> <p>Hi! I'm Nicole Thomas, the founder of Check Box. At Check Box, we develop mobile applications that businesses use to train their staff remotely.</p>
WHAT?	
<p>What have you achieved to date? Convince us that you are a strong, credible company with a bright future. Tell us about your partners, your customers, your growth rates, any funding you have received. Wow us.</p>	<p>Our solutions allow senior managers to spend time on more high-value tasks. Since 2019, we have helped over 75 clients to achieve operations efficiency and 50% cost savings for training and development.</p>
WHY?	
<p>Why should we choose you? How are you different from others in space? Why are you better than your competitors?</p>	<p>Check Box can achieve these results because, unlike the competition, we visit each organization to determine its needs. As a result, 95 %of our clients are happy with the first version of their app.</p>
THE ASK?	
<p>Describe your immediate goals (the ask). Goals should be concrete, defined, and realistic.</p>	<p>So, how does your organization handle the training of new people? Check Box is ready to help you save time and money.</p>



OAS | More rights
for more people



Women's
Economic
Empowerment

Elevator Pitch Outline

(“make a copy” of this sheet before you begin writing your pitch)

Create your elevator pitch using the outline below:

WHO?	
What would you want the listener to remember most about your company? This should be a high-impact opening statement that tells us exactly who you are and what you do.	
WHAT?	
What have you achieved to date? Convince us that you are a strong, credible company with a bright future. Tell us about your partners, your customers, your growth rates, any funding you have received. Wow us.	
WHY?	
Why should we choose you? How are you different from others in space? Why are you better than your competitors?	
THE ASK?	
Describe your immediate goals (the ask). Goals should be concrete, defined, and realistic.	