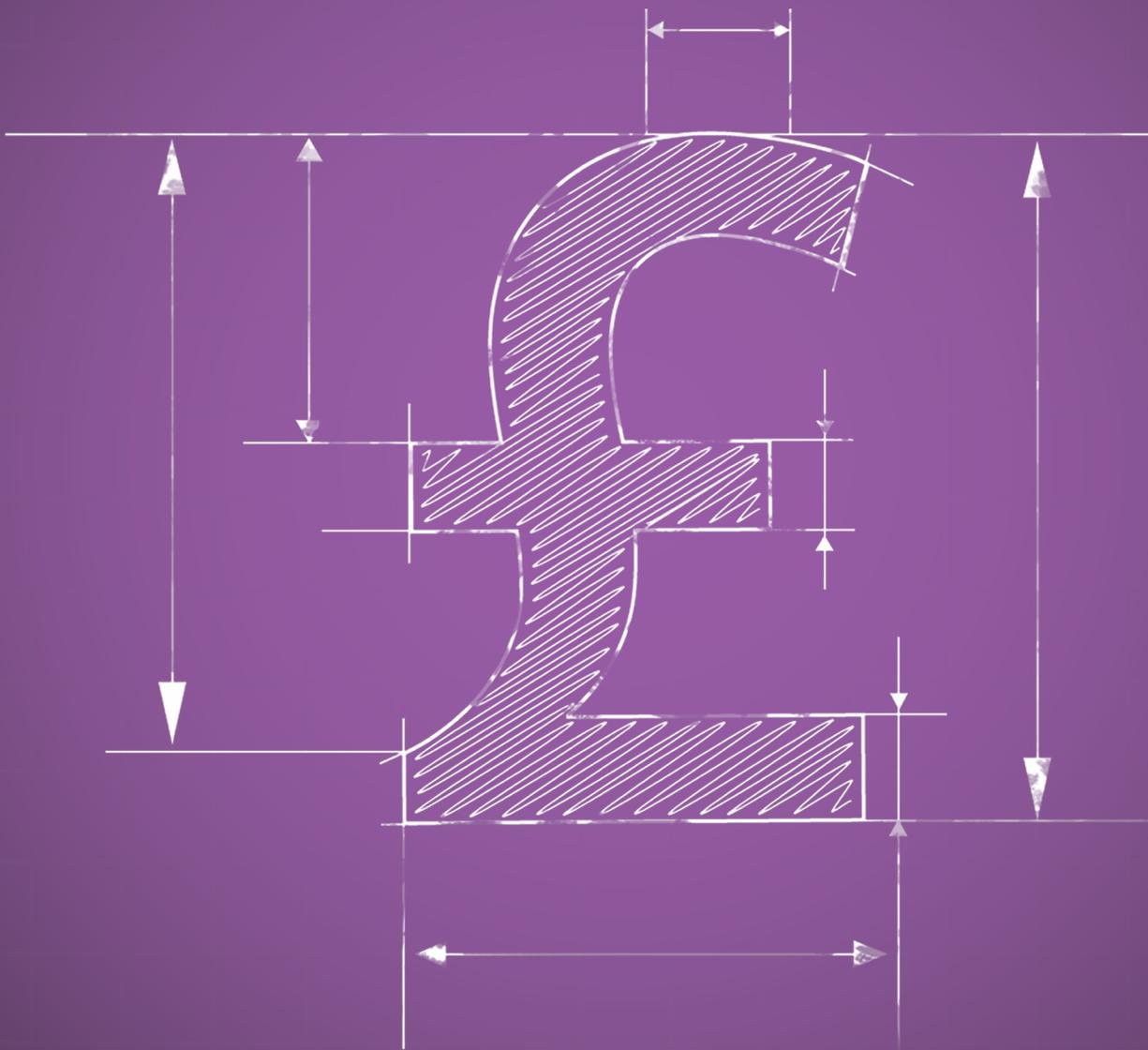


# Top Tips for Elevator Pitch



# Contents

Top Tips for Elevator Pitch .....	1 - 2
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# Top Tips for Elevator Pitch

Being able to hit home the value of your innovation in a clear and concise way is invaluable to your business.

They say it takes 30 seconds for an investor to decide if they are interested in your proposition, so your first impression can be the difference between success and failure.

This is where your elevator or 30 second pitch comes in...

Your elevator pitch is a succinct and persuasive sales pitch.

It's important to consider what you are trying to achieve and communicate from your 30 second pitch:

- How do you best communicate with this audience?
- How do you turn your ask into an action?
- How do you make that lasting impression?



# Top Tips for Elevator Pitch

A template to help you develop a 30 second elevator pitch...

**Grab attention:** Start your pitch by grabbing the attention of the room or individual you are pitching to. Using a question or thought-provoking statement is a good way to achieve this.

**Filter:** Now you have their attention, tell the audience why they should be listening. This is where you set out the problem you solve and filter your audience to the relevant listeners.

**Inform:** You have demonstrated a need - but why is your company special? What value do you provide?

**Credibility:** Reinforce your value by outlining your credibility. Who are you working with? Do you have any partners? Have you made any sales?

**The Ask:** Remember to tell them what you are pitching for. Is it for investment? Collaboration partners? Growing your team?...

**Contact details:** Remember to tell them who you are and how they can get in contact.

This pitch is now direct yet friendly. It paints a picture of the opportunity and what you are looking for from the audience.

By providing the listener with bite size pieces of information, it doesn't overwhelm them. It provides the initial information to open up a further conversation.

You will have now crafted an impactful 30 second pitch.

Now it's time to practice!



# Need more help?

The KTN is the UK's innovation network.

We connect businesses, value chains, entrepreneurs, innovators and investors helping you to identify and develop the ideas, expertise and technologies, which have the potential to be world-beating products, processes and services.

We can help you apply for funding:

- Advice on funding options
- Finding collaboration partners
- Investment readiness support
- Objective advice and feedback

Contact us to find out more:

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