NOTE ON ELEVATOR PITCH

Definition

An elevator pitch is a small presentation simulating a meeting in an elevator, It could varies between 45 seconds and 2 minutes.

Steps

Steps and outline for a one minute elevator pitch:

Step 1 :	Describe the opportunity or problem that needs to be solved	20 seconds
Step 2 :	Describe how your product or service meets the opportunity or solves the problem	20 seconds
Step 3 :	Describe your market	10 seconds
Step 4 :	Describe your qualifications	10 seconds
	total	60 seconds

Source:
Barringer (2009) B.R. Preparing Effective Business Plans - An Entrepreneurial Approach, Pearson Prentice Hall, 265p. (p.10)