

## **Sample Elevator Pitch** ***Best Bicycle Delivery Service***

In my local market, there is so much traffic that it sometimes takes people an hour to drive just a few kilometers. Many busy people can't make deliveries because there is too much traffic. Best Bicycle Delivery Service is a delivery service that helps busy people quickly deliver goods in the local market and help the environment at the same time. It's very easy to use. The customer calls a number, schedules a pick-up, and gives the package to a cyclist who makes the delivery. We deliver important packages seven days a week, even in heavy traffic. It's much faster than a delivery truck and better for the environment than a delivery truck. Our surveys show that 90% of respondents buy and sell products by phone or online in the local community and 80% of respondents are interested in using our service. Best Bicycle Delivery is a great business opportunity. Here's my card. Please feel free to contact me if you would like to know more.

### **Elevator Pitch Template**

#### **1. Hook**

- **Part One** (Choose one of the options below.)

##### **A. Interesting fact**

In [target market], [describe a situation or share a statistic].

##### **B. Question** (Choose one of the options below.)

- a. Have you ever [past participle] ...? This is a common experience in [target market].
- b. Did you know that [describe a situation or share a statistic]?

##### **C. Story**

[Describe something that you wanted or needed to do.] [Describe the frustrating thing that happened to you.] This is a common experience in [target market].

- **Part Two** (Choose one of the options below.)

##### **A. [Target customers] can't** [do something [because...]].

##### **B. [Target customers] need** [something] [because....].

#### **2. Product Description**

[Product name] is a [type of product (specific kind of good or service)] that helps [group of people who are likely to use this product] [general function] and [another general function] at the same time. It's very easy to use. The customer... [explain the steps to use it]. We... [describe something special that the company offers]. It's [comparative] and [comparative] than [competitor].

#### **3. Proof of Opportunity**

Our surveys show that [highlight survey data].

#### **4. Confident Closing**

[Company/Product] is a/n [adjective + noun]. Here's my card. Please feel free to contact me if you would like to know more.

<b>RÚBRICA DE EVALUACIÓN DE LOS PITCHES</b>
<b>PRODUCTO Y EMPRENDEDOR@S QUE LO PRESENTAN:</b>
<b>DESTREZAS DE PRESENTACIÓN:</b>
<b>Volumen</b>
<b>Contacto visual</b>
<b>Ritmo y velocidad</b>
<b>Lenguaje corporal</b>
<b>DESTREZAS DE LENGUAJE:</b>
<b>Uso de conectores</b>
<b>Vocabulario</b>
<b>Pronunciación y dicción</b>
<b>Entonación</b>
<b>Habilidad comunicativa global</b>
<b>CONTENIDO:</b>
<b>Originalidad</b>
<b>Variedad y uso de los recursos</b>
<b>Claridad de la(s) idea(s) principal(es)</b>
<b>Desarrollo de la(s) idea(s): detalles, datos, ejemplos</b>
<b>ORGANIZACIÓN:</b>
<b>Transiciones entre hablantes</b>
<b>Estructura</b>
<b>Principales ideas debidamente destacadas</b>
<b>Transición clara entre ideas y entre secciones</b>
<b>Cohesión</b>
<b>Uso del tiempo de presentación</b>