



HOW TO COMPOSE AN ELEVATOR PITCH (DDN2-J14)

DESCRIPTION

A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. It should be interesting, memorable and succinct. It also needs to explain what makes your organization, product, service or concept unique. It is essentially a formalization of your working hypothesis. A hypothesis is a proposed solution based on limited evidence, and it serves as a starting point for further investigation.

WHEN TO USE

At the ideation and conceptualization stage of the design process.



PAIRS WELL WITH

- “I Like, I Wish, What If” Feedback (DDN2-J16)

PURPOSE

Use this job aid to write a clear, structured elevator pitch that will formalize your hypothesis, give it more credence and provide a clear starting point to gather feedback.

DESIRED OUTCOME

A structured speech that clearly communicates your main hypothesis in a short time.

HOW TO USE

1. Fill in the blanks in the following template to create your elevator pitch.
2. We are delighted to present our concept [title of the concept]. Because [problem statement and context], we believe that [users] need [solution] that [value proposition]. We will know that our solution works if [intended impact].