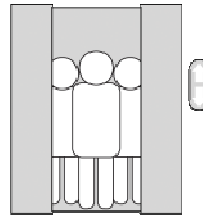


# Elevator Pitch



---

name of your idea

Value Offering

For ...

---

your envisioned customer or client

who ...

---

desires, needs, values or obtains new opportunities

\_\_\_\_\_ is ...

name of your idea

---

your offering or business domain provides a solution

that ...

---

creates a unique benefit or advantage

Positioning

Unlike ...

---

your competitor

we offer...

---

a primary differentiator

based on our...

---

proof or reason to believe that benefits can be delivered