



# Marketing Activity 2.

## Elevator Pitch



An Elevator Pitch is a short, snappy description of your product, and the reasons why someone should buy it. It's called that because it's what you might say to someone if you only had two minutes with them in an lift.

It's a really useful way to get to the heart of your product and to focus on the really important things, and the key facts that you should tell people if you were trying to sell it to them.

Here is an example of an Elevator Pitch which Heelys may have used when they were starting out (that answers six key points on the right):

(1) For young people (2) who like to get places quickly while having fun. (3) The Heely Skate shoe (4) has wheels embedded in the shoe. (5) Unlike standard roller blades that you can't walk in, (6) the Heely looks just like a sneaker, but slides like a skate

Because you can only use a few words, you have to really think about the most important things about your product, and figure out why people would want to buy it.

Here is what you need to do for this activity:

To create a great elevator pitch for your product, you need to think about these six things –

- 1. Who is it for?**  
who is your targetcustomer?
- 2. What do they need?**  
What problem are you solving?
- 3. What sort of product is it?**  
Is it a bag, an app, a jet pack?
- 4. What is the best thing about it?**
- 5. What is it better than?**  
How is it better than the competition?
- 6. What are the Key benefits?**  
How will it make poeple's lives better?