

ELEVATOR PITCH TEMPLATE

For [target customers] who are dissatisfied with [the current market alternative], our product is a [new product category] that provides [the product's key problem-solving capability]. Unlike [the product alternative], our product [describe what the product does, its key features].

FOR	
	target customers
WHO ARE DISSATISFIED WITH	
	the current market alternative,
OUR PRODUCT IS A	
	new product category
THAT PROVIDES.	
	the product's key problem-solving capability.
UNLIKE	
	the product alternative,
OUR PRODUCT	
	describe what the product does, its key features.