2 Min Pitch

Less is More
Why it is important?

1. Helps in building the first impression about your startup
2. Lets you seize all opportunities (networking events, casual meetings, mentorship meeting)
3. Helps you and the team to understand your business
4. Helps when hiring new people
5. And more ..
How to build the perfect Elevator pitch
What is the problem you are trying to solve?
How many people need a solution for this problem?
How your company is providing the best solution?
Now the problem and demand should be clear

“every investor is looking to see that there is a big demand for the suggested solution”
Why you and your team are the best to do this solution what makes people trust you?

Industry experience
Team qualities
We have been doing this for the last ..... ?
Research
Connection
Singed agreements
Trusted partners
Testimonials
Tracked performance
Awards
Etc....
Choose the best one that can represent your team.

We prefer him to be the CEO but it is ok if it was another team member.
It shouldn’t be spontaneous
It is Planned
Have different scenarios for different audiences

Customers, new team members, investors, mentors
Make them relate to it as you can, make it personal
Try to tell a story that they can relate to

Example:
1-During my work at X company we usually faced Y problem
2-Do you find it hard to find a taxi ...
Use clear simple words
Focus on defining the problem in clear words
Prepare accurate numbers
Be Smart when talking about market size and demand
Include it at the story

Example:
1- there is now more than 20 million young mom online that wants a solution I can provide
2- we are not the only ones who suffer from this, there is more than 3 million in uae only who would love to hear about a service like ours
Ask Question and answer them

Example:
1- Do you know why people will shift from facebook to us? Because we are more private and focused
Talk about your solution “startup in a clear language”
Use body language, use different voice tones
You are not reading
Its like a play
So choose the perfect start the first 5 sec. can determine the rest

Example:
Do you know that there is a baby born in Egypt every min which means that there is a mom every min
Rehearse a lot
Rehearse with team members and others and get their feedback
Listen, learn, develop

Listen to feedback and adjust your elevator pitch
Shorter is better
Smile 😊
Keep Eye Contact
Let's see some examples
Work on your two min pitch