

<p>The Hook: Get their attention, ask a questions/give a fact. should cause an emotional response. Shock them/make them laugh/give them something to relate to.</p>	
<p>The Problem: What problem are you solving? Why is there a need for your product/service?</p>	
<p>The Solution: What is your solution to the above problem? What are you the best answer to it? What makes your unique?</p>	
<p>The Business: The facts.</p> <ul style="list-style-type: none">- market size- potential revenue- how you'll make money- who will buy?- how will you execute?- why will this be a success?	

<p>Threats: Who are your competitors? What are the risks? What might get in your way?</p>	
<p>Assets: What do you have going for you? Who are the team? What is your background/what do you bring to the table? Successes to date Traction and progress</p>	
<p>The Ask: What do you want from them? Investment? Sales? Following?</p>	

Try to get this to under 60 seconds (approx 150 words)
See our guide 'How To Write a Killer Elevator Pitch' to whittle it down, practice and make it a perfect pitch!

Remember, **be brave and be bold** - confidence is the biggest seller when it comes to pitches!

Believe in what you're pitching and they will believe in you.

Good Luck!