

HBS Elevator Pitch Builder

HARVARD | BUSINESS | SCHOOL



<http://www.alumni.hbs.edu/careers/pitch/>

The Art of Pitchcraft



Whether you are trying to raise capital, promote your company, or promote yourself, it's essential to have an elevator pitch. You need to communicate your main message quickly, clearly, and distinctly to someone who doesn't even know you. A good pitch takes planning and practice to deliver it quickly, on the spot, and under pressure.

You have **one minute** to say it all.

START CRAFTING YOUR PITCH



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1

DESCRIBE WHO YOU ARE:

Keep it short. Hint: What would you most want the listener to remember about you?

Close  Tip X

Suggested Words (scroll through and click to add)

advanced

approved

authoritative

certified

confirmed

dominant

early

WHO

2

3

4

5

WHAT

WHY

GOAL

ANALYZE MY PITCH

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1 2

DESCRIBE WHAT YOU DO:

Here is where you state your value phrased as key results or impact. To organize your thoughts, it may help to think of this as your tag line. Hint: this should allow the listener to understand how you or your company would add value.

Close  Tip X

Suggested Words (scroll through and click to add)

authoritative certified confirmed dominant early endorsed established

WHO
WHAT

3 4 5

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1 2 3

DESCRIBE WHY YOU ARE UNIQUE:

Now it's time to show the unique benefits that you and/or your company bring to business. Show what you do that is different or better than others.

Close  Tip X

Suggested Words (scroll through and click to add)

← advanced approved authoritative certified confirmed dominant early →

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1 2 3 4

WHO
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WHY
GOAL

DESCRIBE YOUR GOAL:

Describe your immediate goals. Goals should be concrete, defined, and realistic. Include a time frame. This is the final step and it should be readily apparent to the listener what you are asking of him or her.

Close  Tip X

Suggested Words (scroll through and click to add)

← advanced approved authoritative certified confirmed dominant early →

5

ANALYZE MY PITCH

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1 2 3 4 5

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Your Created Pitch (click to edit)



Be flexible. If your audience asks a question or looks like he or she wants to interrupt, be willing to go in a new direction. After all, the pitch is designed to start a conversation...if that conversation starts sooner rather than later, well done.

 Email my pitch

 Print my pitch

Word Count:

0 Words

Estimated Seconds:

0 Sec.

of repeated words:

0 Words



AVERAGE PITCH STATS

Word Count: 231

Pitch Length in Seconds: 56 sec

Repeated Words: 4