

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	TOAST AFICIONADOS
	target customers
WHO ARE DISSATISFIED WITH	BREAD YOU NEED TO CUT YOURSELF
	the current market alternative,
OUR PRODUCT IS A	PRE-SLICED LOAF
	new product category
THAT PROVIDES	UNIFORM SLICES OF BREAD STRAIGHT FROM THE PACKET.
	the product's key problem-solving capability.
UNLIKE	UNCUT BREAD,
	the product alternative,
OUR PRODUCT	SAVES TIME AND PROVIDES A CONSISTENT TOASTING EXPERIENCE.
	describe what the product does, its key features.