

# SRI International's Elevator Pitch Worksheet

ADAPTED FROM SRI'S VALUE CREATION PARTNERSHIP PROGRAM

Write down the Elevator Pitch for your current project.

WHAT'S THE OPENING?

(Hook)

What's the important, quantitative, customer and market **Need**?

N

What's the specific, quantitative **Approach** to satisfying that Need?

A

What are the quantitative **Benefits per costs** from that Approach?

B

Who is the **Competition** and what are the alternatives now and in the future, and why are your Benefits per costs superior?

C

WHAT'S THE CLOSING?

(Action)

