

SRI International's Elevator Pitch Worksheet

VALUE CREATION PARTNERSHIP PROGRAM

Select an innovation, project, or program.

Project Title: _____
2-4 Words

Audience: _____
Decision Maker

Customer: _____
Buyer, User, or Consumer

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 ACTION DO YOU WANT YOUR AUDIENCE TO TAKE?

(Close)

