



BENEFIT  
UNLIMITED

2021



MENTORING

100X

EXPERT  
HELP FOR  
STARTUPS



# DO YOU HAVE **AN ELEVATOR PITCH?**

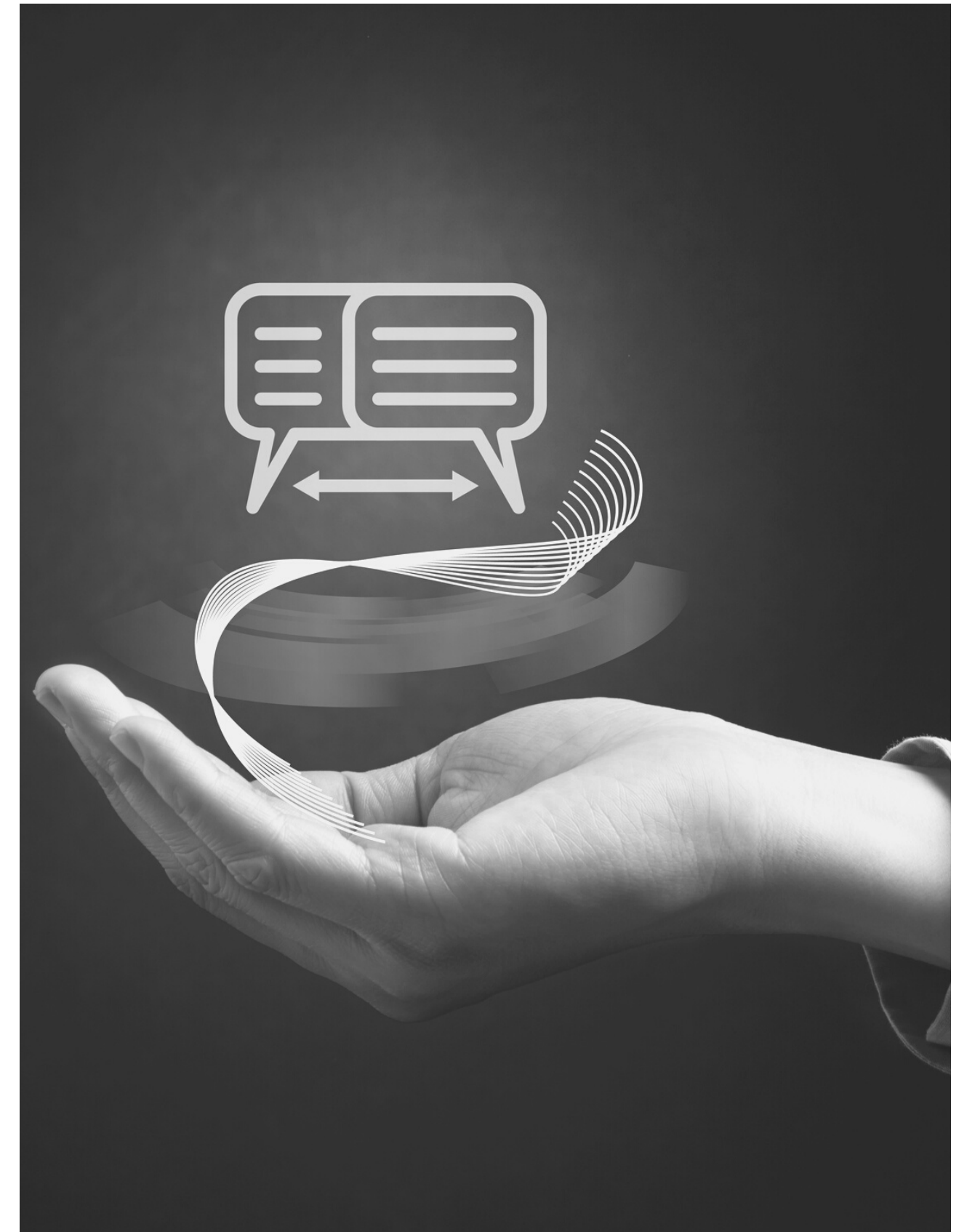
Your elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't know you.





# ONE SENTENCE PITCH

Let's say you meet an investor online or in a party and the investor asks you, "So, what do you do?" Can you answer in one sentence so that the investor can understand your company?



# SHORT *AND* SHARP

30 TO 60  
SEC PITCH



Twitter version of your  
business plan/proposal

# PITCH EXAMPLE

Sergey Brin and Larry Page told Sequoia Capital, Moritz:

"Google organizes the world's information and makes it universally accessible."

In 10 words, that logline led to Google's first major round of funding. Moritz said the pitch was clear and had a sense of purpose.



Identify one thing you want your audience to remember.

# SELLING YOUR IDEA

→

**ELEVATOR  
PITCH**

- 1 IDENTIFY YOUR GOAL
- 2 EXPLAIN WHAT YOU DO
- 3 COMMUNICATE YOUR USP
- 4 ENGAGE WITH A QUESTION
- 5 PUT IT ALL TOGETHER
- 6 REHEARSE, REHEARSE & REHEARSE

# CALL TO ACTION

*CLOSING STATEMENT*



Every elevator pitch needs to  
end with call to action

# *INSPIRE YOUR OWN*

*\* Template:*

I intend to offer ( insert product/ service) to a ( insertname / type of customer) so that they will be able to(insert the benefit/value to the customer).



# WE FUND EXCEPTIONAL INDIAN FOUNDERS



*Ideas are fragile.  
We nurture them at 100X.VC.*

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