

Simple Draft for Perfect Elevator Pitch

	Introduction	Explanation, personal link	Unique Value Proposition	Business Readiness	Call to Action / Expectation
What question do you answer?	Who you are?	Why are you talking to this person? What you think that connects you?	What can you propose in this conversation?	Are you mature enough to PROVIDE promised UVP?	What should be next action?
Tips to improve this aspect of elevator pitch	Keep it short. If meeting is informal, you might use just your name.	It can be personal or indirect correlation. Without it, catching attention might be hard.	Person needs to know why is it worth to listen to you. This point strengthens attention.	While required in lean canvas, might not be required to be mentioned at beginning.	Depending on context and culture use question OR invitation at the very end of your statement.
Lean Canvas Reference	Business Name	Problem, Solution	UVP	Business model, Team Strength, Milestones	Can be link to almost any element of Lean Canvas
Sample one	Hello, my name is Inigo Montoya.	You killed my father.			Prepare to die.
Sample two	Hello, I am John Doe.	I've seen you on food-related presentation, so I assume you are interested in food industry.	I have a startup that helps people to eat healthy while being. I am looking for new investors.	We currently have 100 paying users and looking to extend our business.	Would you like to discuss inves
Sample three	Hello, my name is Lukasz.	I especially deliver projects in Real Estate industry, which you seem interested in.	I specialize in making web applications that other software houses couldn't deliver.	I have been working with USA, UK and Polish startups.	Would you like to meet for a coffee to talk about your startup?
Your sample					