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| **Read articles about running SaaS startup at https://sailingbyte.com/blog/ by Lukasz Pawlowski** | | | | | |
| **Simple Draft for Perfect Elevator Pitch** | | | | | |
|  | **Introduction** | **Explanation, personal link** | **Unique Value Proposition** | **Business Readyness** | **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 |  |  |  |  |  |
|  |  |  |  |  | [https://sailingbyte.com](https://sailingbyte.com/) |