

NAME: _____

DATE: _____

CREATE A PITCH!

Ad-libs are a great way to quickly shape your elevator pitch. This template will help you frame your pitch, which you can then refer back to throughout your project to keep yourself on track.

Formula:

Our *(idea)* help(s) *(this type of customer / person)* who wants to *(jobs to be done)* by *(your own verb, eg. reducing, avoiding & pain point)* and *(your own verb, eg. increasing, enabling + potential gains)*.

Example: Using a “Taxi App”

Our **Taxi Smartphone App** help(s) **taxi passengers** who want to **book a taxi** by **minimising wait time for a taxi** and **enjoying affordable prices**.

You have a go. Copy as many times and trial different combinations.

Our _____ help(s) _____
who wants to _____
by _____
and _____.

Our _____ help(s) _____
who wants to _____
by _____
and _____.