# Elevator pitch

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| 12-second speech |

[Summarise in one simple sentence what your company does or provides.  
EXAMPLE: We provide the highest-quality widgets that money can buy.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors’ products or services.  
EXAMPLE: Our widgets perform five important tasks, which are…]

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| 30-second speech |

[Summarise in a few simple sentences what your company does or provides.  
EXAMPLE: We provide the highest-quality widgets that money can buy. Our widgets come in a wide range of models, including the latest deluxe turbo-charged model.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors’ products or services.  
EXAMPLE: Our widgets perform five important tasks, which are…]

[Briefly state your company’s qualifications.  
EXAMPLE: We’ve been creating high-quality widgets for more than 100 years.]

[Describe your company’s goals or objectives, or both.  
EXAMPLE: We aim to sell more widgets than any other company in the UK.]

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| 3-minute speech |

[Summarise in one simple sentence what your company does or provides.  
EXAMPLE: We provide the highest-quality widgets that money can buy.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors’ products or services.  
EXAMPLE: Our widgets perform five important tasks, which are…]

[Briefly state your company’s qualifications.  
EXAMPLE: We’ve been creating high-quality widgets for more than 100 years.]

[Identify your company’s mission in one sentence.  
EXAMPLE: Company wants to improve the quality of people’s lives by providing the highest-quality widgets to every person in the world.]

[Describe your company’s goals or objectives, or both.  
EXAMPLE: We aim to sell more widgets than any other company in the UK.]

[Give an example of a successful outcome from the sale of your product.  
EXAMPLE: We provided the widgets that built the Angel of the North.]