

YOUR STEP-BY-STEP GUIDE

30 Seconds to Pitch

YOUR ELEVATOR PITCH

SOLUTION NAME :

Our {product, service or organization}
 Products & Services

help(s) {customer segment - a.k.a. user or buyer or decision-maker or beneficiary}
 Customer Segments

who want(s) to {jobs to be done / goals}
 Jobs to be Done

by {verb e.g. reducing, avoiding, preventing} {customer pain point, risk, obstacles, frustration}
 verb (e.g. reducing, avoiding, etc...)  & a customer pain

and {verb e.g. improving, allowing, enhancing} {customer gain, wish, hopes, dreams}
 verb (e.g. increasing, enabling, etc...)  & a customer gain

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Objective

This resource aims to help you master your pitch.

If you have multiple potential use cases for your ideas, you can develop different pitches.

Toolbox

The screenshot shows a form titled "YOUR ELEVATOR PITCH". It includes a "SOLUTION NAME" field, followed by a series of prompts: "Our", "help(s)", "who want(s) to", "by", and "and". Each prompt has a small icon and a placeholder text. At the bottom, there are logos for "BAMBOOSTER" and "creative visual, agl".

1. Mindset

Selling isn't about convincing people to buy.

It is about showing **your idea is the only solution to someone's problems.**

2. The 30-second pitch

Once you fill out the canvas here is the summary you will have :

Our [product or service] helps [customer segment] who want to [goals] by enabling them to [new capabilities] so that they can [added value or benefits of your solution] and avoid [pain points].

What do I mean by capabilities? Capabilities describe what your product enables the user to do, such as summarizing information, take notes, or communicating with someone. How your product enables these capabilities is the technology and the features it is built on.

Example of the host Airbnb

[Airbnb] helps [people who own homes] make [extra money] by [letting them rent out their places to travelers]. This way, they can [earn money easily and manage bookings without trouble], without [worrying about advertising or complicated insurance policies].

Example FairPhone

[FairPhone] helps [eco-conscious consumers] who want to [own a sustainable smartphone] by enabling them to [buy modular, repairable, and responsibly sourced devices], so that they can [enjoy a long-lasting phone while supporting fair labor and sustainability] and avoid [contributing to e-waste and unethical practices].

💡 Tips:

- ☐ Replace “can” and “avoid” with verbs specific to your context.
- ☐ Do not use jargon, pitch to a 7-year-old kid!
- ☐ Then, you will explain how your product works, its technology, and its features. This is especially important to investors but less to customers.
- ☐ If you target an enterprise or complex system like healthcare or sustainability, you will have to craft multiple pitches to different “customers” aka end-users, budget holders, policymakers...
- ☐ If you have used the Value Proposition Canvas, follow the icons in the elevator pitch template to complete the gaps in the pitch sentence.

GOOD LUCK !

Enjoyed this canvas? Scan the QR code to explore the **Bambooster Academy**, where more innovative canvases and tools await!

