

# The 30 Second Pitch

## The short powerful opener

One of the hardest things many entrepreneurs struggle with is learning to say less to get the most impact.

In saying less, we move from a monologue into a dialogue. A dialogue lets you hear what motivates the person in front of you, making them more likely to say yes.

This template is for a formal setting, where a host has introduced you to an audience of professionals, investors, and peers. You are likely one of several that will have 30 seconds to give an elevator pitch.



**Firstly, what is an Elevator pitch?** It is a short description of an idea, product or company, explained in a compelling way that any listener can quickly understand, typically within 30 seconds. The goal is to provide high-level detail in such a way that it encourages a conversation.

**Secondly, what to say?** There are many ways of doing this. We use a tried and tested five-step template. You can use those steps to build your compelling pitch.

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## The 5-Step Process

Imagine it... You've got up to give your pitch. Chances are the host has just introduced you with "Next we have..." and said your name.

1

### Grab Attention

In painful reality, the room is more interested in their mobile phone than what you are saying. Posing a question or fact is more likely to get the attention of potentially interested people.

2

### Filter

Telling the audience who you want to listen encourages the target group to listen more. The rest of them may well focus on their phones, but if we have the attention of the 5 people we are targeting, then you have 100% of the focus that you want.

3

### Credibility

Now you have their attention, tell them why you should be taken seriously.

4

### Call to Action

Curiosity piqued, what do you want them to do next? Now is the time to tell them.

5

### Contact Details

If you still have their attention, then they are more likely to listen to your contact details. In a crowded room, signpost them to where you can be found.

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### A real example

"2 Billion a year is invested in UK early stage companies – with COVID, it has increased. I help companies get investor ready: My Cambridge cohort raised over 100 Million and I am the prime trainer for Innovate UK Edge on the Pitchfest Programme. So if you are a company wanting to understand how to get ready for investment, then I offer a free call to signpost you to the support you need. My name is Ian Tracey and you can find me on LinkedIn. My name is Ian Tracey and you can find me on LinkedIn. "

