

XYZ - ELEVATOR PITCH BUILDER

If you can't explain your idea in a tweet (140 characters) it's too complicated.

Use this tool to simplify how you talk about your idea.

TOP TIPS

- Answer each question and use other tools to help craft your XYZ
- Make sure to write out your final XYZ statement
- Test out your XYZ statement with someone outside of your industry and invite their feedback. Does it make sense?

XYZ - ELEVATOR PITCH BUILDER

X

Y

Z

WE HELP

DO

BY

Who specifically are you helping?

What are you helping them do? What gain are you creating? What pain are you relieving?

What is your solution?

WRITE THE PITCH OUT