The Elevator Pitch | A Template

Explain What You Do	My company develops mobile applications that businesses use to train their staff remotely.
Identify Your Goal	This means that senior managers can spend time on other important tasks.
Communicate your USP	***Unlike other similar companies,*** we visit each organization to find out exactly what people need. This means that, on average, 95 percent of our clients are happy with the first prototype.
Engage with a question	So, how does your organization handle the training of new people?
Put It All Together	**No more than 20-30 seconds: shorter is best!**