**Asteroid Mining Elevator Speech Guidelines**

Elevator Pitch Guidelines The term “elevator pitch” captures the ability of an entrepreneur to have his or her business concept down so tightly and effectively that he or she could walk into a hypothetical elevator, meet a potential investor, and convey the essence of his or her business by the time the elevator reaches the 20th floor. ***You should be able to deliver your pitch in 90 seconds—1 1/2 minutes.***

1. The problem: Everything starts and ends with the customer. So open with the problem   
 you are solving or the need you are fulfilling.

2. The solution: Briefly describe what you sell and how it solves the problem or meets the need.

3. The market: Briefly indicate to whom you are selling your product or service.

4. The competition: Mention the competition (and there is always some form of competition).   
 Acknowledge how others solve the problem, and then explain why your solution is better.

5. The revenue model: How will you make money?

6. The team: Why should anyone bet on you? Build the credibility of our company by talking about   
 your team’s background, experience and achievements.

7. The close: Close strongly by reiterating that you are solving a problem in a specific market with a   
 model that works and a team that can execute.

* Keep it simple:
* Say the unexpected:
* Be concrete:
* Demonstrate credibility:
* Show emotion:
* Tell a story:

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