

BOB

business over breakfast

BUILD YOUR ONE-MINUTE ELEVATOR PITCH

innovacorp
EARLY STAGE VENTURE CAPITAL

I-3 TECHNOLOGY
START-UP
COMPETITION



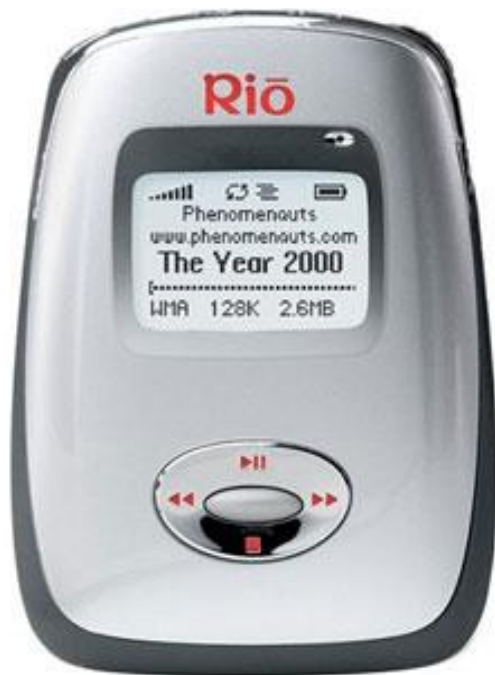
N|A|T|I|O|N|A|L
Trusted Partner. Bold Thinking.™











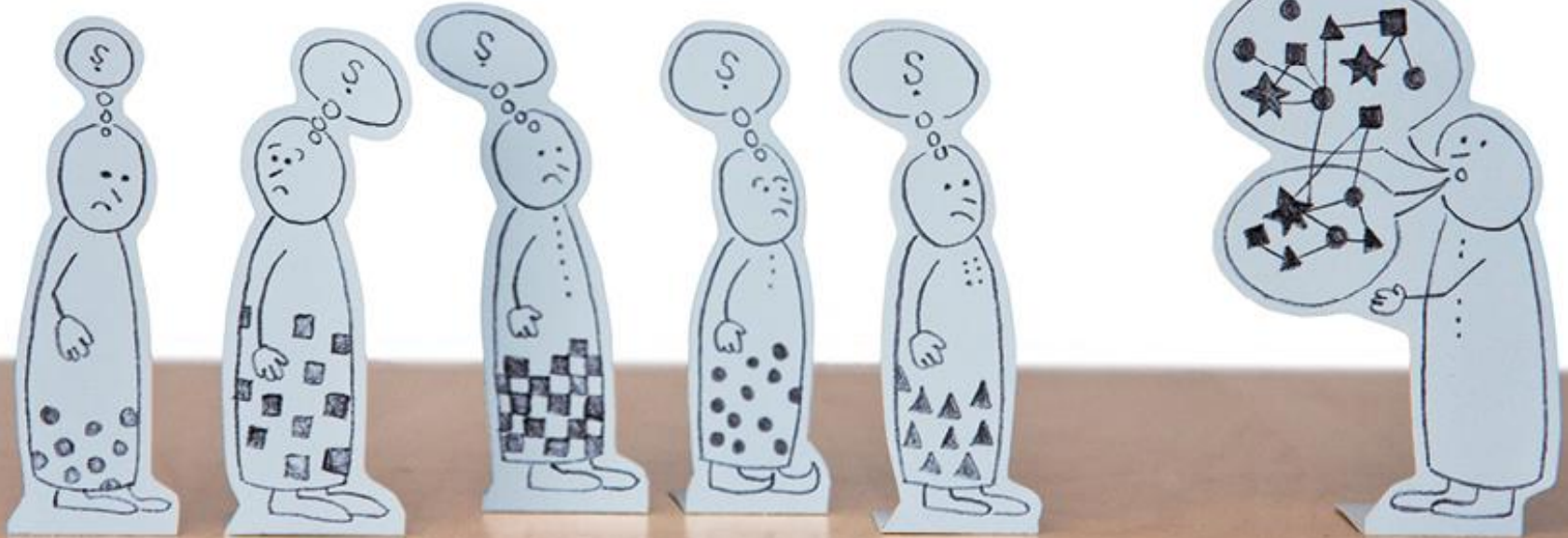


This is a screenshot of the original iPod product page from Apple's website. The page is framed by a browser window with a menu bar at the top containing links to 'Store', 'iTools', 'iCards', 'QuickTime', 'Support', and 'Mac OS X'. Below the menu bar, the iPod is shown with its headphones. To the right of the device, the text reads 'iPod. 1,000 songs in your pocket.' Below this, four key features are highlighted with icons and text: 'Ultra-slim 5-gigabyte hard drive doubles as a FireWire disk for files and applications.', 'Blazingly fast FireWire connection capable of downloading an entire CD in just 10 seconds.', 'Rechargeable lithium polymer battery that provides up to 10 hours of continuous playtime.', and 'Headphones engineered with Neodymium transducer magnets for high-fidelity sound.' A navigation bar below these features includes links for 'tech specs', 'take iPod for a spin', and 'sync with iTunes 2'. At the bottom, there are three main sections: 'See iPod in action' with a 'commercial' link, '1,000 songs in your pocket' describing the iPod as the first MP3 player to pack a mind-blowing 1,000 songs and a 10-hour battery into a stunning 6.5-ounce package, and 'The Apple Store offers convenient online ordering 24 hours a day, every day.' with a 'buy now' button. The entire page is reflected in a dark surface at the bottom.

**Your elevator pitch is often your
first chance to influence
the unique story that people
hold about you.**



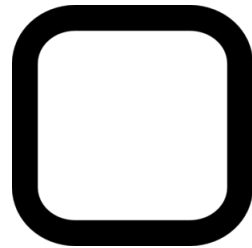
this is you



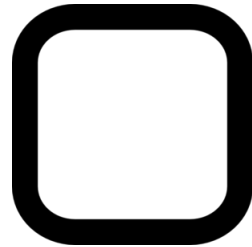
Why should they care?



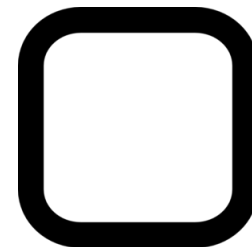
A good elevator pitch is SAM



Simple



Aspirational

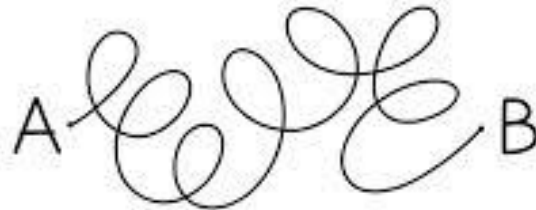


Memorable



Simple

- Easy to understand
- Plain language
- Visualize data



“[We are] going to continue to make the best products in the world that delight our customers and make our employees incredibly proud of what they do.”

Tim Cook

**in his first email to
employees as Apple's new
CEO sent August 25, 2011**



**“The path [we] must take is clear:
to drive the growth of our core electronics
businesses...and to accelerate the innovation
that enables us to create new business
domains.”**

Kazuo Hirai

**response to being appointed
Sony's new President and
CEO on February 1, 2012**

SONY®



**best
world
delight
proud**

SONY®

**growth
businesses
accelerate
domains**

The Customer Journey Healthcare pharmaceuticals

1. Budgeting & Familiarisation

6 months before

Develop understanding of best fit mortgage

Earlier word of mouth recommendation

2. Detailed Investigation Refinement & Broad view of consideration set

2-3 months before

Seek Outlets Quotes

Seek recommendation from financial professionals

Detailed exploration of products and their ability to fulfil needs

Identify initial best value mortgage

PHARMACY

Proposed Solution

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Proposed Solution

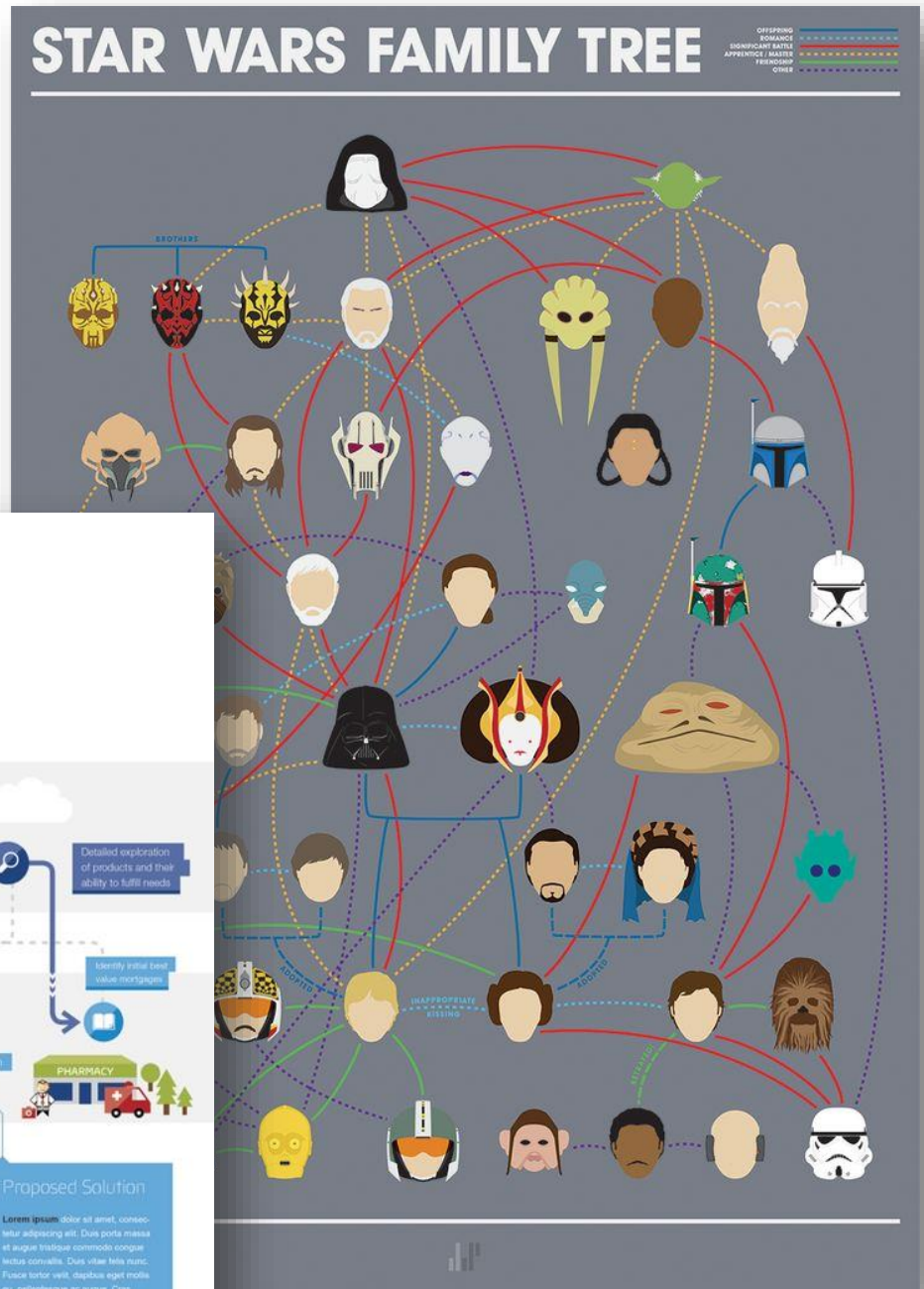
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Proposed Solution

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Proposed Solution

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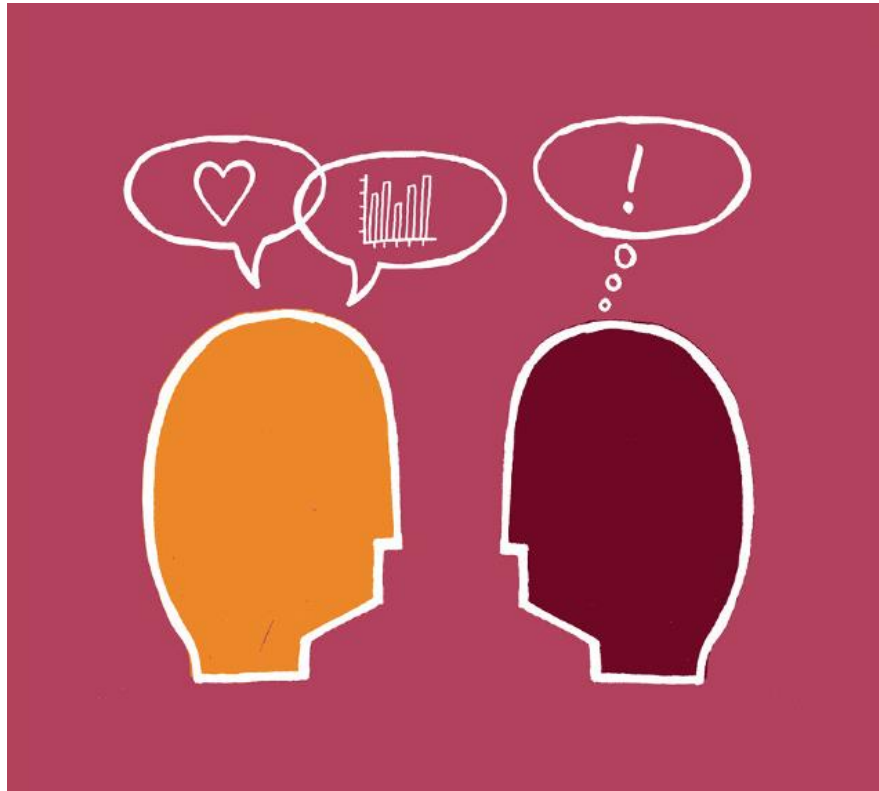


Aspirational

- Purpose driven
- Inspiring
- Impact



Perception of value is directly related to the story you tell.

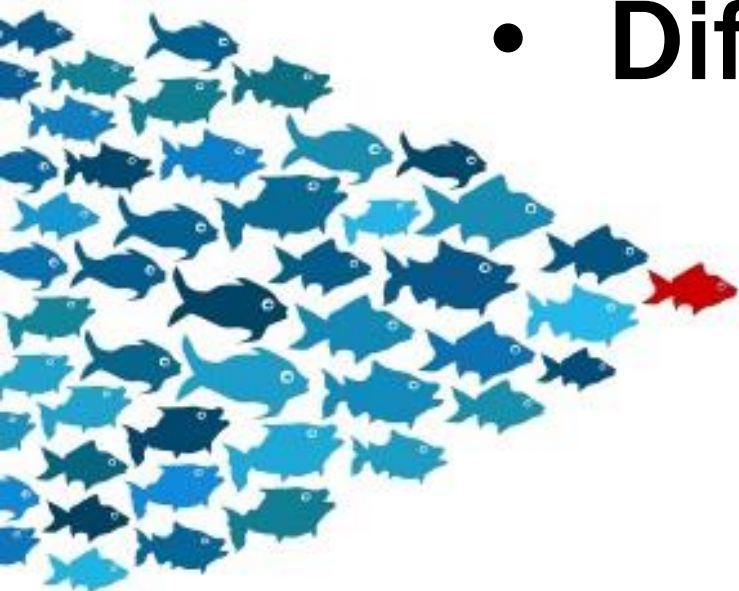


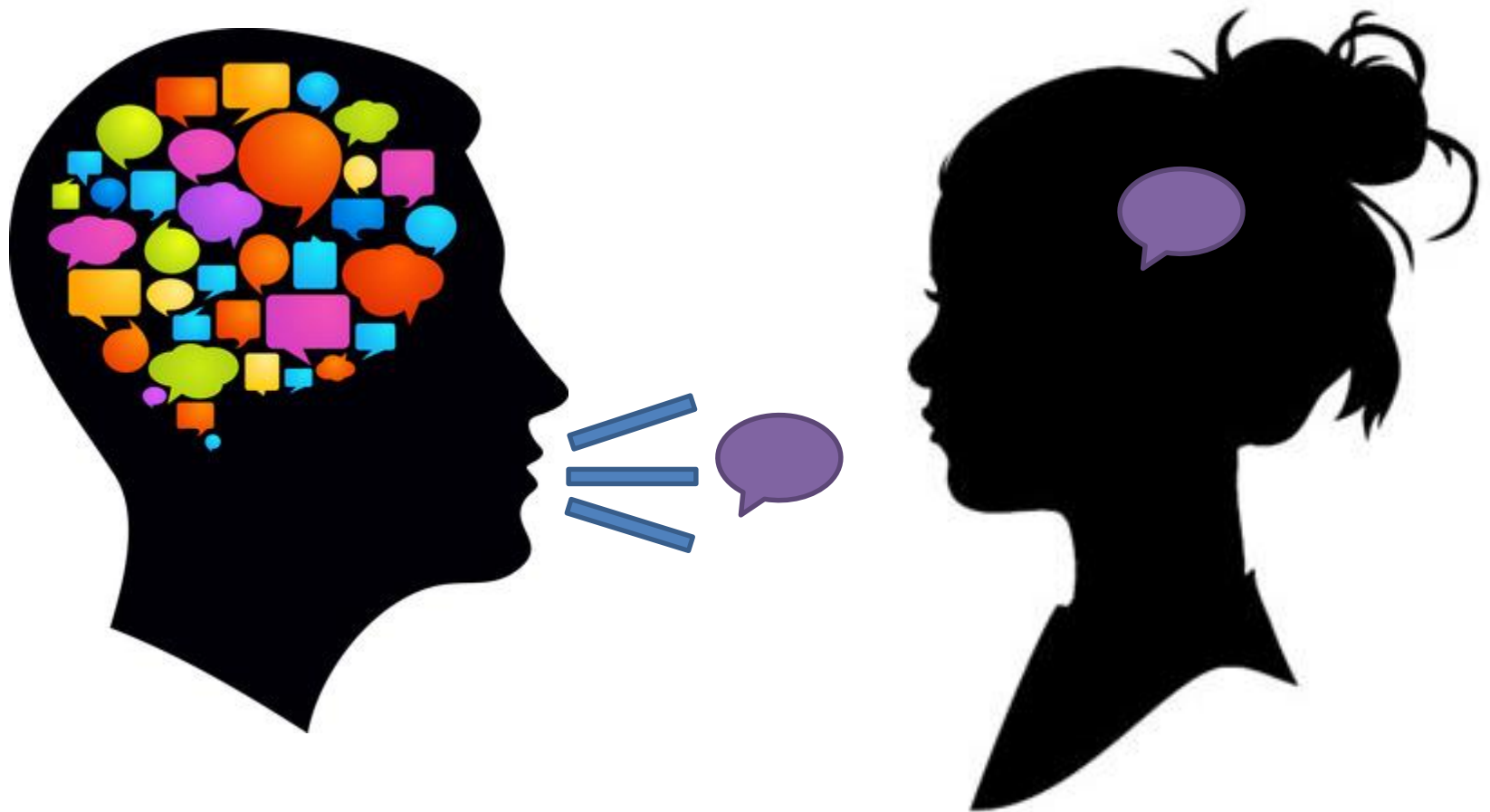




Memorable

- **Compelling**
- **Remarkable**
- **Different/Differentiated**





Remarkable stories hook your audience and compel them to share.



1981

**What it is
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Younger children build for fun. LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

Older children build for realism. LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic building. One set even has a motor.

LEGO Universal Building Sets will help your children discover something very, very special: themselves.



LEGO® is a registered trademark of Interlego A.G.

2014

**What it is
is different.**



Her Next Chapter
www.motherdaughterbookclubs.com

A good elevator pitch is SAM



Simple



Aspirational



Memorable





The need or solution your company/product enables - the reason the customer might want what you're selling

Why the customer might want to buy from you in particular

How the world will be different as a result of your product or service



We help _____
who want to _____
by _____.

What makes us unique
is _____.

The world will be different
because _____.



ELEVATOR PITCH EXAMPLES

We help people
who want an energy boost
by selling them coffee and pastries.

What makes us unique is
our product quality and retail environment.

We're changing the world by
giving people a wide range of caffeine
products than ever before.

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by selling them coffee and pastries.

What makes us unique is
our product quality and retail environment.

We're changing the world by
giving people a wide range of caffeine
products than ever before.



We help people
deepen relationships
by giving them a third place to share with
friends, family and coworkers.

What makes us unique is the consistency and
experience of our products.

We're changing the world by
enabling human connection.

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We help people
who want to be athletic
by selling them shoes and clothing.

What makes us unique is
the performance of our products.

We're changing the world by
giving athletes and amateurs functional and
stylish gear.

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patagonia[®]



We help people
who want to challenge themselves
by enhancing their performance.

What makes us unique is
the innovative gear we bring to everyone.

We're changing the world by
helping athletes at every level
find their greatness.

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PUTTING IT ALL TOGETHER

INTRODUCTION

“What if?” “Imagine a world”

+



+

INVITATION TO JOIN

“You can get involved by...”

**Your elevator pitch is often your
first chance to influence
the unique story that people
hold about you.**



Now it's your turn...



BOB

business over breakfast



THANK YOU

Leo Artalejo

lartalejo@national.ca

@leoartalejo

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I-3 TECHNOLOGY
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