

SOSE Pathways: Elevator Pitch

Breaking your business down into clear components and identifying where you're strong vs where you're guessing

Overview

The goal of the Elevator Pitch framework isn't simply to "pitch" your idea. It's designed to break your business down into six fundamental components, so you can:

- Isolate each building block of your business
- Assess how confident you are in each area today
- See where you're guessing vs where you have real evidence
- Prioritise what to work on next: discovery, positioning, validation, narrative, etc.

Elevator Pitch sentence structure:

FOR (target customer), **WHO HAS** (customer need),

(product name) **IS A** (market category) **THAT** (one key benefit).

UNLIKE (competition), **THE PRODUCT** (unique differentiator).

Elevator Pitch Confidence Scoring Guide

After drafting your elevator pitch, score each element from **1 to 5** based on how confident you are that it is **clear, specific, validated, and aligned with customer reality**.

Section	Description	Score 1-5	What to look for
Target Customer	How clearly and specifically you've	1 = vague (e.g., "SMEs") 5 = sharply defined (e.g., "finance directors in mid-sized UK)	Clear ICP? Specific

	defined <i>who it's for</i> .	logistics firms managing aging ERP systems")	segment? Can we find them?
Customer Need	Strength of your understanding of the real pain/problem.	1 = hypothetical guesses 5 = validated pain with quotes, examples, urgency	Is it a <i>must-solve</i> problem?
Product Name & Category	How clearly you position the product and its category.	1 = unclear/novel-confusing 5 = intuitively placed in a known category	Would a customer quickly "get it"? Would they know how to discover you or compare you?
One Key Benefit	Strength and clarity of the main value you deliver.	1 = feature-level 5 = high-level outcome (time saved, risk reduced, revenue improved)	Does it answer "what difference does it make"? Do customers understand this?
Competition	How well you understand current alternatives.	1 = "no competition" 5 = clear picture of both direct and indirect alternatives	Can customers explain what they currently do instead?
Unique Differentiator	How convincingly you explain why you're different.	1 = generic claims 5 = defensible, meaningful, hard to copy	Is it specific, and does it matter to customers?

How to Use It

1. **Draft your pitch** using the formula.
2. **Score each component** from 1 to 5 using the table above.
3. Highlight any areas scoring **3 or below** — these are your focus points.
4. For each weak area, ask:
 - *Do we need more validation?*
 - *Do we need clearer language/narrative?*
 - *Do we actually know this, or are we guessing?*
5. Rework and iterate based on real conversations, evidence, and insight.

What “Good” Looks Like

- **Scores of 4–5** mean the section is **well-defined, grounded in evidence**, and compelling.
- **Scores of 2–3** are workable but need refinement.
- **Score of 1** means you’re guessing or using vague language — go back to discovery.