

To make a great first impression, your readers need a script that is concise, confident, and focuses on **results** rather than just "the idea."

Here are three versions of an elevator pitch depending on the situation.

Option 1: The "Problem-Solver" (Best for Networking Events)

Focuses on the gap in the market and how you fill it.

"Hi, I'm **[Name]**, the founder of **[Company Name]**. Did you know that **[Stat about a major industry problem]**? We've developed a way to **[Your Solution]** that saves customers **[Time/Money/Stress]**. We've already achieved **[Milestone, e.g., \$10k in monthly revenue]**, and we're currently looking for the right partners to help us scale that to the national level. Do you happen to have a card? I'd love to send over our deck."

Option 2: The "Esource Efficient" Pitch (Best for Savvy Investors)

Focuses on your financial intelligence and use of OPM.

"I'm **[Name]** from **[Company Name]**. We are a **[Industry]** startup that has cracked the code on **[Specific Value Prop]**. What sets us apart is our capital efficiency—we've already secured an **SBA-backed line of credit through Esource Lending** to handle our equipment, and now we're looking for an Angel partner to provide the **[Target Amount]** in equity to fuel our marketing and team expansion. We're projected to hit **[Revenue Goal]** by next year. Would you be open to a 10-minute chat next week?"

Option 3: The "Quick Hook" (Best for Email or LinkedIn)

Short, punchy, and focused on the 'Ask'.

"I'm building **[Company Name]**, a platform that **[Does X]** for **[Target Audience]**. In the last six months, we've grown by **[X%]** and proven our unit economics are solid. We are currently opening a seed round of **[Amount]** to accelerate our growth. I saw your portfolio includes **[Investor's Past Success]**, and I think our model aligns perfectly with your expertise. Can I send you our 2-minute teaser?"

3 Golden Rules for the Pitch

1. **The "90-Second Rule"**: Never talk for more than 90 seconds. The goal is to start a conversation, not give a lecture.

2. **Focus on "The Gap":** Investors don't just buy products; they buy the solution to a massive market gap.
3. **Know Your Numbers:** If they ask a follow-up question, be ready to state your **CAC** (Customer Acquisition Cost) and **LTV** (Lifetime Value) immediately.

The "Follow-Up" Pro-Tip

If they say "Send me your deck," don't just send a file. Send a link (like DocSend or a Google Drive link) so you can track if they actually opened it. This gives you the perfect excuse to follow up 48 hours later.

Would you like me to write a follow-up email template for when an investor asks to see the full pitch deck?

Links <https://share.google/aimode/X4tO8eP06OTYfG7TV>