



How to pitch your Business

Your guide to success

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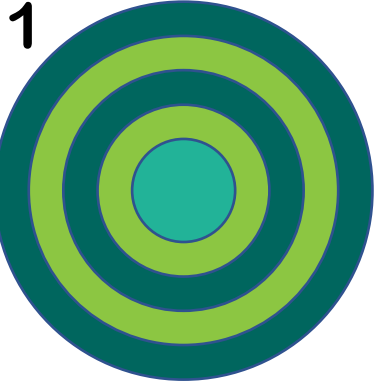
Immigrant Services
Association of Nova Scotia

The background is a solid olive green color. It is decorated with several abstract, colorful lines in the corners. These lines are composed of rounded rectangles and squares, creating a modern, geometric pattern. The colors of the lines include light blue, light green, yellow, orange, red, and purple.

The Elevator Pitch

Engage with your investors

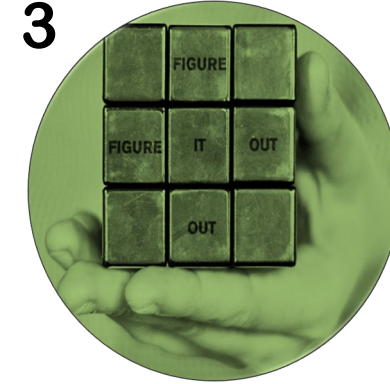
Elevator Pitch Process



Identify Your Goal



**Explain What Problem you
are solving**

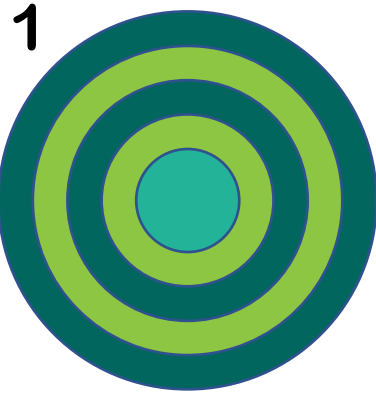


**Communicate How you solve
the problem. Your USP!**



**Engage with an open
ended question**

Elevator Pitch: Identify your Goal



Identify Your Goal

- Research your audience
- Define the objectives and the goals which you want to achieve
- Build your elevator pitch around your objectives

Elevator Pitch: What is the Problem

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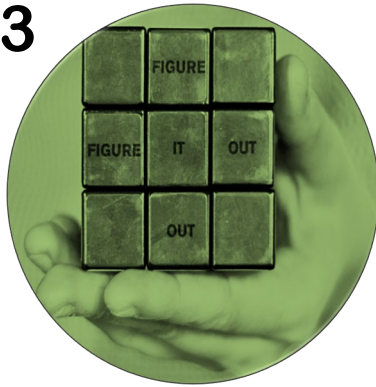


**Explain What Problem you
are solving**

- Go directly to the core of the issue
- Be brief, yet clear about the real problem
- Talk to the emotions, relate the problem with your audience... Make it personal to them

Elevator Pitch: Problem Solving

3



Communicate How you solve the problem. Your USP!

- Describe the benefits, not the features
- Don't do a laundry list. Relate to your Unique Selling Proposition.
- Explain how people will benefit from your solution(s)

Elevator Pitch: Build Engagement

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Engage with an open ended question

- Make sure that you end with an open ended question. Avoid getting a Yes or No answer
- Make sure that your audience understand the question
- Make sure that the question is relevant to your pitch and to your problem solving approach

THANK YOU!

Always remember to reach out to your Business Counselor at ISANS

business@isans.ca