



# How to Create a 60 Second Business Pitch

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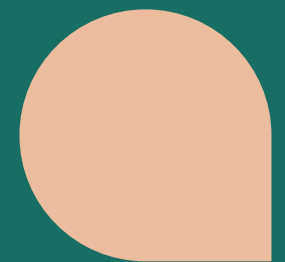
# What is a 60 second pitch?

It is known as an "elevator pitch" because the idea is that if you go into an elevator with someone, you should be able to pitch your business during it.

**Interesting**

**Clear, concise, specific.**

**Leaves people wanting more.**



# The Stats

Why it is so important

**If you don't hook them in first 10 seconds, they aren't listening.**

**People are more likely to repeat your company if they remember it.**

# Key Components

**Who  
you  
are**

**What  
makes  
you  
unique**

**What  
you do**

**Custom  
ers or  
Hook**

# Breaking down the 60 second pitch

## 10 Seconds

The Hook, An example or compelling statistic. If you have customers, mention them here.

## 15 Seconds

The Problem

## 25 Seconds

The solution

## 10 Seconds

The ask - what is the next steps? What do you need from the person?

# Group Practice - Volunteers

## Was it interesting?

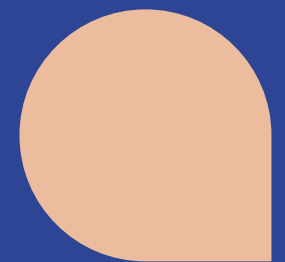
Do you want to know more about the company?

## Can you repeat what the business is?

Was it interesting enough for you to remember?

## If you were an investor, would you invest? If you are a customer, would you buy?

Why or why not?





# Contact us

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