

Elevator pitch example

The diagram illustrates an elevator pitch structure. On the left, five colored boxes are stacked vertically, each corresponding to a section of the pitch text on the right:

- Hook** (purple box)
- Value** (orange box)
- Evidence** (teal box)
- Differentiator** (yellow box)
- Call to action** (light blue box)

The central text box contains the following pitch:

Everyone's got ideas for a sustainable future. But ideas aren't enough.

We took the idea of accessible clean energy and turned it into a reality.

We developed a groundbreaking solar panel system at GreenCorp that's 25% more efficient than traditional panels, pays for itself in three years, and is easy to install. We made it possible for homeowners and businesses to significantly reduce their energy costs and carbon footprint.

What sets us apart is our commitment to user-friendliness. Our plug-and-play installation and intuitive monitoring app make it easy for anyone to go green, stay green, and add a futuristic design to any building's aesthetics.

If you're passionate about sustainability and interested in transforming the energy landscape, let's connect.