

# Idea Elevator Pitch template

## Purpose

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The purpose of the Idea Elevator Pitch is to capture the key information required by the product strategy group to make decisions on potential investments.

## The Rules

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1. Keep it concise; if you were to print your elevator pitch it must fit on one A4 page.
2. If your project is approved for investment, you are accountable for the investment and progress against your goals will be tracked.

## The Pitch

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Elevator Pitch Required Info	Details
Idea Description (<100 words)	
How does this idea align to the company strategy?	
Why should we do it; what's the value to the business? (e.g. revenue, cost reduction, leverage for future initiatives, competitive advantage, etc)	
If we don't do it, how will it damage the business? How urgent is it?	
What are the goals/outcomes you want to accomplish? (Make these specific & measurable)	
How will you measure success?	Today: Target: How:
What investment (people & time) do you need to prove your idea, or to implement it?	#People/Role Types: Timeline:
What is the 'definition of done' after 3 months? What are the milestones that you'll report on along the way?	Definition of Done: Milestones:
Who are the key people driving the project?	Sponsor: Leader: