

The Elevator Pitch

Crafting your Hook to Catch Investors, Partners & Customers

Presented by: Rainer Frost, Clarity Consulting Group

This session will teach the art of assembling brief words that will promptly catch the interest of investors and others who should be interested in your business. We will walk through each of several components that you should always include, and then talk about how these can be organized to attract different kinds of interest in different settings. We will also discuss how to create an appropriate headline when there is not time to deliver even an elevator pitch, and touch on what to do next when your pitch has the desired effect. The latter portion of the session will be interactive, helping individual attendees to compose their own elevator pitches, and discussing questions from attendees. If time permits, we will poll the class to assess businesses and products that are represented, so that we can discuss helpful common approaches.

Bio:

Rainer L.C. Frost, Principal, Clarity Consulting Group- Rainer Frost is an entrepreneur, lawyer, and businessman who has represented and supported companies, entrepreneurs, angels, and venture capital firms, starting as an associate at Choate, Hall & Stewart. Mr. Frost has served as CAO and EVP at an internet financial services company and as CEO of a Seattle-based software company. He has also served as executive director of major strategic alliances and VP of marketing for Allmerica Financial, and as VP of State Street and VP of Fidelity Investments. In 2000, Mr. Frost founded Clarity Consulting Group, based in Seattle, WA and Lincoln, MA