Template: Your 30-Second Template for New Business Opportunities

30-second brand introduction framework for networking or pitching.



A clear elevator pitch is the most effective tool to introduce your business to new customers, partners, or investors in seconds. This template provides a simple structure to explain exactly what you do, who you serve, and why you are the best choice. By following this formula, you ensure your introduction is professional, memorable, and creates an immediate connection. If you're ready to **dreamBIG** and take your business beyond **₹50 lakhs**, mastering your business pitch is the first step towards it!

Part 1: THE HOOK (The Problem)

Start by identifying a common challenge your customers face to grab attention immediately. Your hook should make the listener stop and listen.

- **State the Problem:**
  Mention a specific gap in the market or a high-stakes "pain point."
  - *Example 1 (Manufacturing):*
    "Most organic food brands struggle to find reliable packaging partners who can handle small-batch production without compromising on export-quality standards."
  - *Example 2 (B2B Service):*
    "Retailers lose thousands in sales every month because their inventory data doesn't match what's actually on the shelves."

Part 2: THE VALUE (The Solution)

Explain how your business solves that problem simply and effectively. Focus on your capacity to deliver results.

- **Your Solution:**
  Explain what you do and focus on one main idea that is easy to understand.
- *Example 1 (Manufacturing):*
  "Eco-Pack Solutions" provides ISO-certified, biodegradable packaging specifically designed for growing MSMEs, with a focus on durability and fast turnaround.
- *Example 2 (B2B Service):*
  "Smart-Stock Analytics" offers an automated tracking tool that gives shop owners 100% accurate stock visibility right on their mobile phones.
- **The "One Thing":**
  Highlight a practical benefit that shows your expertise.

Action: Use a clear promise like "Export-ready quality" or "Zero-error inventory."

Part 3: THE CALL-TO-ACTION (The Next Step)

Tell your listener exactly what you want them to do next to keep the conversation going. Your CTA must be specific and easy to follow.

- **The Clear Action:**
  Give one specific instruction that inspires action.
  - *Example 1 (Manufacturing):*
    "I'd love to send you our portfolio of sustainable designs; do you have a business card or a WhatsApp number I can use?"
  - *Example 2 (B2B Service):*
    "We are running a free 15-minute audit for local retailers this week to identify stock leaks. Should I book a slot for your store?"

Elevator Pitch Quick Tips

1. Focus on Scale: Emphasize reliability, capacity, and professional standards.
2. Speak the Language of Profit: Mention how you save time or increase money for the client.
3. Keep it Sharp: Avoid long stories; get to the "results" you provide within the first 15 seconds.

Quick Pitch Template (Fill-in-the-Blanks)

Fill in these sections to create your own 30-second introduction:

- **The Problem** *(What your customers struggle with):*

  "Many businesses in our industry face the challenge of..." _____
- **The Solution** *(What your business does):*

  "At [Business Name], we provide..." _____
- **The Difference** *(What makes you unique):*

  "Unlike traditional providers, we ensure..." _____
- **The CTA** *(What they should do now):*

  "Can we schedule a brief call to..." _____

deAsra Foundation is your 24/7 business companion.

Access practical tools, expert insights, and ready-to-use resources designed for entrepreneurs under the



dreamBIG

initiative to accelerate your business growth!

Generated on : 29-September-2026