# Elevator Statement Template

## Project Name

### Elevator Statement Template Style 1:

| **Function** | **Statement** |
| --- | --- |
| For | Target customer |
| Who | Statement of need or opportunity |
| The | Product, service or project name |
| Is a | Category |
| That | Statement of key benefit or compelling reason to proceed |
| Unlike | Primary competitive alternative |
| Our | Statement of primary differentiation  |

### Elevator Statement Template Style 2:

For\_(target customer) who\_( statement of need or opportunity), the\_ (product or project) is a\_ (category) that\_ (key benefit). Unlike\_ (primary competition), our product/service/project \_(primary differentiation).