

Window of Opportunity

Elevator Pitch

Investor

Pitches

Whether the timing is actually right to act and will depend upon many changing factors such as social, technological and economic trends as well as the actions of competitors.

The shortest version of your pitch that you have ready at any time in case you spontaneously meet someone who could be a potential investor. The "elevator" refers to the amount of time that you have to make your pitch (the length two people may find themselves in an elevator).

People who might use their own money to fund a new business in exchange for partial ownership of the company. If the business is successful, investors make money on their investment.

Short, persuasive speeches (formal or informal) targeted at potential investors or other kinds of potential stakeholders/supporters.