

## Verbal Business Card

### Pre-Bootcamp Reading

The Verbal Business Card is a short 1-2 sentence description of your product, its' potential users and the value it offers to those users/customers.

Entrepreneurs and business in general must strive to capture the interest of their audience as quickly as possible. So, whether you are introducing yourself to someone at a tradeshow, over the phone, during a webinar, or to a large audience at a conference, the same rules apply; keep your description short and focus on the value your product/service offers.

In advance of the bootcamp, you should develop a verbal business card for your business. We have provided two suggested formats below. Option 1 is the preferred format, but we accept some products can be more easily described using Option 2.

#### Option 1

- We believe we can solve these types of **Problem** for these types of **People** using this **Tech** (*problem first*)

**Or**

#### Option 2

- We believe we can use this **Tech** to solve these **Problems** for these types of **People** (*tech first – can be problematic*)

Example of how not to articulate your Value Proposition: [How to \(Not\) Articulate A Value Proposition \(Links to an external site.\)](#)