Developing and Delivering Your Elevator Pitch

1. **What is the purpose of an elevator pitch?**
   - Imagine you get on an elevator with an important person and you have just the elevator ride to pitch your work/project to him/her.
   - What is your objective?
   - What do you say?

2. **An elevator pitch must be clear, concise, and engaging so that the other person**
   - Understands the major concept behind your work
   - Becomes interested
   - Wants to hear more

3. **Why is perfecting your elevator pitch important?**
   - Sometimes the pitch is your only chance
   - The average investor listens for only 90 seconds
   - Going through the process forces you to clarify your concept, which helps you to understand it more clearly yourself

4. **How to develop an elevator pitch**
   - Describe the concept/project you want to pitch
   - Ask yourself what you want the other person to remember
   - Answer the key questions
     - What is the problem?
     - How will you solve it?
     - Can you do it?
     - How will they benefit by helping you?
   - Practice!!

5. **Key ingredients**
   - It is not just the words – don’t forget
     - Eye contact
     - Pace and voice
     - Body language
   - You want to convey confidence and passion

Adapted from Peter Russo, Boston University Questrom School of Business


**STEP 1:** Write down all that comes to mind.

**STEP 2:** Cut jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

**STEP 3:** Connect phrases to each other. Your elevator pitch must flow naturally and smoothly. Don't rush.

**STEP 4:** Memorize key points and practice.

**STEP 5:** Have you really answered the key question of your listener: What's In It for Me?

**STEP 6:** Create different versions of your elevator pitch for different contexts.

**STEP 7:** Practice.


[https://hbr.org/2009/05/how-to-perfect-an-elevator-pit](https://hbr.org/2009/05/how-to-perfect-an-elevator-pit)