

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

Checklist for Fine-tuning <http://sfp.ucdavis.edu/files/163926.pdf>

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.

How to Perfect an Elevator Pitch About Yourself by Daisy Wademan Dowling, Harvard Business Review, May 2009

<https://hbr.org/2009/05/how-to-perfect-an-elevator-pit>