WHAT IS AN ELEVATOR PITCH?



AN ELEVATOR PITCH (OR "ELEVATOR SPEECH") IS A SHORT, CLEAR, AND PERSUASIVE PRESENTATION OF AN IDEA, PRODUCT, SERVICE, OR PROJECT.

IT USUALLY LASTS BETWEEN 30 SECONDS AND 2 MINUTES.





THE GOAL IS TO CAPTURE SOMEONE'S ATTENTION IN THE BRIEF TIME THAT AN ELEVATOR RIDE TAKES; HENCE THE NAME.

STRUCTURE

1. Start with a surprising statement or a question to grab attention.
2. Say who you are and what you do.
3. What problems or needs do you address?
4. What solutions do you provide?
5. What benefits do people gain from your project?
6. Why is your project the right one?
7. Call to action: invite others to support you.

EXAMPLE

1

“Did you know many students feel tired at school because they don’t eat healthy snacks?

2

Hi, my name is Ana and I am the creator of Green Snack Box.

3

Many students buy junk food because healthy food is difficult to find and sometimes expensive.

4

My project offers small boxes with healthy snacks like fruit, nuts, and natural juice.

5

With our snack box, students feel more energetic, study better, and stay healthy.

6

Our project is special because the snacks are fresh, affordable, and made by local farmers.

7

If you like this idea, please support our project and help us bring healthy snacks to every school!”