

The Elevator Pitch

The elevator pitch is a challenge and an opportunity to concisely describe your innovative STEM plan to colleagues (teachers and administrators, maybe board and community) and convince them to engage in the new learning opportunity. An elevator pitch is a 30-60 (no longer than 90) second description that portrays what will be done and why someone should support it. People have little time and short attention spans, so being able to succinctly describe and sell your innovative plan is key to your overall success.

Essential Elements of a Powerful Elevator Pitch

1. **Concise.** (Remember, you only have the length of the elevator ride, or the short window before a person's mind starts to wander.)
2. **Clear.** (Don't try to sell your plan by using fancy, overly complicated dialog. Instead, use everyday language that is easy to follow and understand. Wordy sentences and big words hinder your ability to hook colleagues.)
3. **Powerful.** (Exude confidence and enthusiasm---this grabs your colleagues' attention and demonstrates your passion and belief in your plan.)
4. **Visual.** (Create a visual for your colleagues using your pitch. This makes your plan memorable and conceivable.)
5. **Tell a Story.** (But keep it short. Tell them how the plan solves a problem, or alleviates a hassle; use a story to demonstrate the inspiration behind your innovative plan.)
6. **Targeted.** (What is the audience you will be giving your pitch to? Tailor your pitch to this specific audience.)
7. **Goal Oriented.** (What is the objective of your pitch?)
8. **Has a Hook.** (Make the listener want to know more; capture their interest.)

Resources

- The Art of the Elevator Pitch by Robert Pagliarini of SeekingCapital.com (Download from BLOSSOMS website: The Art of the Elevator Pitch.pdf)
- Youtube elevator pitch examples:
http://www.youtube.com/results?search_query=elevator+speech&search_type=&aq=f