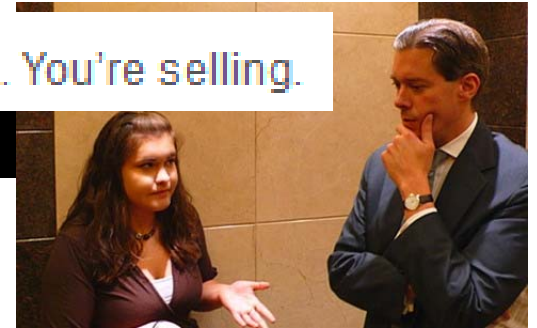


Elevator Speech (or Pitch)



Elevator Speech/Pitch

1. It's a pitch. You're selling.



- The name was actually coined from the idea that we sometimes meet the **important people in our lives** in elevators.
- The odd situation we encounter in most elevators is that nobody speaks to or looks at anyone else, and yet we have a captive audience for that **short period of time**.
- It now develops into a prepared presentation that **grabs attention and says a lot in a few words**.
- By telling your core message, you will be **marketing yourself and/or your business**, but in a way that will make them want to know more about you and your business [and **your project**].

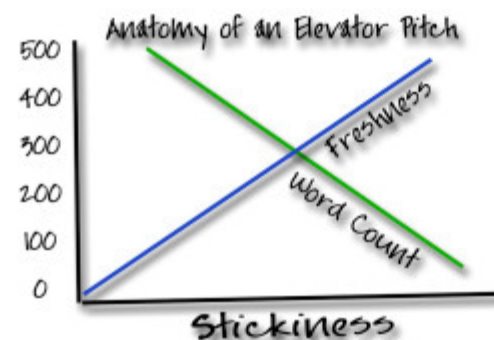
Elevator Speech/Pitch

1. It's a pitch. You're selling.

<https://aggieresearch.wordpress.com/2012/02/21/anatomy-of-an-elevator-pitch-to-the-nsf/>

Anatomy of an elevator pitch to the NSF

Posted on February 21, 2012 | [Leave a comment](#)



Last fall, the National Science Foundation introduced [a new competition for its Engineering Research Centers](#):

"The ERC Elevator Pitch

Competition was inaugurated

as as a means to embed entrepreneurial thinking within the centers, a task that represents a cultural shift within academia, where startup activity is usually not part of the tenure process. The competition featured undergraduates, Masters students, PhDs and post-docs all competing for the Innovation Accelerator-sponsored \$5,000 prize. Though the contestants were all technology students, they had to speak in business terms, some of them for the first time."

The ERC for Revolutionizing Biometallic Materials, led by N.C. A&T, won the competition. Da-Tren Chou, a PhD student in bioengineering from ERC partner the University of Pittsburgh, was the designated pitcher. [Here are the details, as reported by the New Venturist website.](#)

NEWVENTURIST UT

From research to marketplace: the NSF challenges scientists to think entrepreneurially

Posted on February 21, 2012 at 9:05 am



All you get is 90-seconds to communicate your big idea and how it can change the world. That's a tall order for anyone; it's a unique challenge among academic scientists who tend to talk longer rather than shorter, and use technical terms rather than business ones. But turning science into business opportunities is a federal mandate for increasing US global competitiveness. The National Science Foundation (NSF) embraces this directive in many ways, from its [Small Business Innovation Research \(SBIR\)](#) program to the public-private partnership organization, [Innovation Accelerator](#), which works with NSF-SBIR companies. Both programs are focused on commercializing innovations that originate in our great research universities. In November, 2011, the NSF and Innovation Accelerator co-hosted the first-ever elevator pitch competition for scientists from the nation's [Engineering Research Centers \(ERCs\)](#).

The idea was to get scientists thinking about how to bring their technologies into the real world. John Pyrovolakis, founder of Innovation Accelerator, explains the competition origins: "I knew this was something we had to do. Getting the best and brightest from the ERCs to be market facing, even for a few weeks, serves our mission so well that we couldn't resist. Scientists need to be exposed to market drivers and business metrics in order to translate technologies to everyday use."

- The actual pitches and photos can be seen at the ERC program site: http://www.erc-assoc.org/anmtg/meeting_index.htm
- Or Google it

Formula for Composing an elevator speech

- Define your audience universe.
- Define your content or subject matter.
- Define your objective.
- Define your desired image or style.
- Define your **key message**.

micheltriana.com/2012/03/24/startup-pitch-goals-and-other-resources/



The Art of Pitchcraft

Whether you are trying to raise capital, promote your company, or promote yourself, it's essential to have an elevator pitch. You need to communicate your main message quickly, clearly, and distinctly to someone who doesn't even know you. A good pitch takes planning and practice to deliver it quickly, on the spot, and under pressure.

You have **one minute** to say it all.

<http://www.alumni.hbs.edu/careers/pitch/>

Don'ts for Elevator Speech

1. It's a pitch. You're selling.

- **Don't** let your speech sound canned.
- **Don't** ramble. Familiarizing yourself as much as possible with your speech will help keep you from getting off track.
- **Don't** get bogged down with industry jargon or acronyms that your listener may not comprehend.
- **Don't** focus just on yourself: connect with the person you talk to.

Do's for Elevator Speech

1. It's a pitch. You're selling.

- **Do** make your Elevator Speech sound effortless, conversational, and natural.
- **Do** make it memorable and sincere.
- **Do** write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- **Do** deliver the important aspects of your project/experiences



<https://brandimpact.wordpress.com/2011/07/>

Speech Preparation - President

State of the Union Speechwriter for Obama Draws on Various Inspirations

By MICHAEL S. SCHMIDT JAN. 19, 2015

The New York Times

WASHINGTON — One night last week Cody Keenan, the chief White House speechwriter President Obama has christened “Hemingway,” knew he needed help.

Mr. Keenan had spent 15 days holed up in a hotel room in Honolulu as the president vacationed nearby, and seven more in a windowless office in the basement of the West Wing trying to turn a blank computer screen into a 6,000-word State of the Union first draft. The lonesome process had finally gotten to him.

So the burly 34-year-old former high school quarterback left his White House office and trudged in the freezing rain to the nearby apartment of one of his closest friends in the administration, Benjamin J. Rhodes.

It was after midnight, but Mr. Rhodes, a deputy national security adviser and the writer of many of the president’s foreign policy speeches, was up reading “To Kill a Mockingbird” to his 4-week-old daughter. The two men poured two single-malt Scotch whiskies and, with the baby resting quietly, began triage on Mr. Keenan’s prose. By 5 a.m., a more succinct draft was on its way to the president.



- Preparation

LINCOLN'S FIRST DRAFT OF THE GETTYSBURG ADDRESS

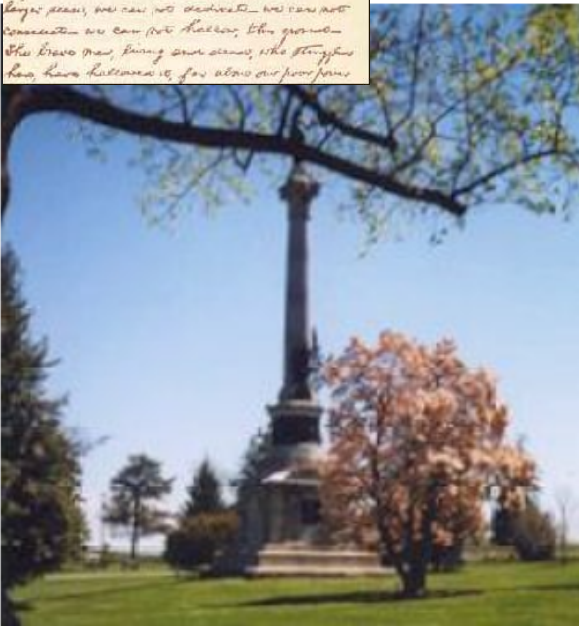
Four score and seven years ago our fathers brought forth, upon this continent, a new nation, conceived in liberty, and dedicated to the proposition that "all men are created equal."

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of it, as a final resting place for those who here have given the nation their lives. This we do, in great haste, as this nation might have. But in a larger sense, we can not dedicate; we can not consecrate; we can not hallow the ground. The brave men, living and dead, who struggled here, have hallowed it, and above all, from this time

Speech Preparation

The Gettysburg Address

Gettysburg, Pennsylvania
November 19, 1863



Soldiers National Cemetery
© Abraham Lincoln Online

On June 1, 1865, Senator Charles Sumner referred to the most famous speech ever given by President Abraham Lincoln. In his eulogy on the slain president, he called the Gettysburg Address a "monumental act." He said Lincoln was mistaken that "the world will little note, nor long remember what we say here." Rather, the Bostonian remarked, "The world noted at once what he said, and will never cease to remember it. The battle itself was less important than the speech."

There are five known copies of the speech in Lincoln's handwriting, each with a slightly different text, and named for the people who first received them: Nicolay, Hay, Everett, Bancroft and Bliss. Two copies apparently were written before delivering the speech, one of which probably was the reading copy. The remaining ones were produced months later for soldier benefit events. Despite widely-circulated stories to the contrary, the president did not dash off a copy aboard a train to Gettysburg. Lincoln carefully prepared his major speeches in advance; his steady, even script in every manuscript is consistent with a firm writing surface, not the notoriously bumpy Civil War-era trains. Additional versions of the speech appeared in newspapers of the era, feeding modern-day confusion about the authoritative text.


- Preparation
- Reading Copy

Elevator Pitch and Employment

Forbes

2/4/2013

The Perfect Elevator Pitch To Land A Job

 **Nancy Collamer**, Contributor

If you're looking for a job, one of the first tasks on your to-do list should be crafting an ideal "elevator pitch." It's the 30-second speech that summarizes who you are, what you do and why you'd be a perfect candidate.

You should be able to reel off your elevator pitch at any time, from a job interview to a cocktail party conversation with someone who might be able to help you land a position.

Sounds simple enough, right? But condensing of your life accomplishments into a 30-second statement that packs a punch can feel as challenging as trying to stuff an elephant into a Volkswagen Beetle.

I get that. So to help you develop a knockout elevator pitch, I've broken the process down into nine steps:

9 Step Process for a Knock-Out Elevator Pitch

1. Clarify your job target
2. Put it on paper -- Write down everything you'd want a prospective employer to know about you
3. Format it - A good pitch should answer 3 questions: Who are you? What do you do? what are you looking for?
4. Tailor the pitch to them, not you (scrath their back)
5. Eliminate industry jargon
6. Read your pitch out loud
7. Practice, practice, practice (and solicit feedback)
8. Prepare a few variations (you may have only 15 seconds only, and to a substitute)
9. Nail it with confidence (look the person in the eye, smile and deliver your message with a confidence, upbeat delivery)

Elevator Speech Practice → Submission

- Preparation & Execution
 - 1. Know the situation
 - **“What is your project about: N(needs) A (Approaches for solution) B (Benefits to customers) C (Competitors and/or Alternatives)”**
 - **What’s your specific contribution to the project**
 - 2. Speech writing → Reading Copy
 - 3. Practice, practice, and practice of the speech
 - 4. Memorization and *Ad Libitum* (or Ad-Lib)
 - 5. Practice in your team and get the feedback → build confidence
 - 6. Giving the speech [60 sec] in Video/Audio recording

