

Challenge 5

Option B

Elevator Pitch



Create a 60-second elevator pitch*
for your Big Idea.

Record it, using video or voice and then identify four
potential partners you could send it to.



Top Tips

- *An elevator pitch is how you would sell your idea in the time it takes to go from the top of a building to the bottom in a lift.
- Delivery and content are important.
- The goal is to be short and snappy, and to make your would-be customer or supporter want to know more about your business. You should therefore just cover the key important points.
- See if you can explain your Big Idea in one sentence.
- It's critical to be clear about your what, why, who and how.
- Do not use complicated jargon or explain complex things in detail.
- Practice your pitch in a mirror.
- Be confident.

Inspiration

Download our step-by-step guide to writing an elevator pitch - <https://bit.ly/3aSqBtc>

Examples of elevator pitches can be found here.

<https://youtu.be/IMR0RQJuBfU>

<https://youtu.be/IX3Zl1kns9k>

<https://youtu.be/N02GqyHPniE>

<https://youtu.be/CDFCyVqf2Qo>

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information