

# Reminders

- Turn in Assignment 1 now.
- Project descriptions due on Friday, August 30.
- Be sure to log time spent working on proposal activities.

# Elevator Pitch

- Many times over the next school year you will be asked, “What is your senior project?”
- You need to have an answer prepared, particularly for job interviews.
- Working on this ahead of time will help you sound like a professional.

# Elevator Pitch

- Definition
  - a brief, persuasive speech that you use to spark interest in what your organization does (mindtools.com)
  - short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition (Business Week, June 2007)
- Should last as long as an elevator ride, approximately 30 seconds to 2 minutes

# Elevator Pitch

- When is this type of communication used?
- Selling a product or business to:
  - Consumer
  - Company
  - Investor
  - University
  - Employer
- Selling yourself to:
  - Employer
  - Buyer
  - Potential business partner

# Elevator Pitch

- These ideas also apply to
  - Poster presentations
  - Social media – Facebook, Twitter, company website
  - Brochures and fliers
  - Business cards
  - Mission statements

# Keys For a Good Pitch

- ALWAYS be prepared
- Give a catchy name to the project
- Have a tag line – hook your audience
- Length
- Keep their interest
- Know your audience
- What do you want the listener to walk away with?

# More Keys for a Good Pitch

- Show uniqueness
- Be thought provoking
- Keep a “how can I help YOU attitude”
- Make sure the entire team knows the pitch
- Make yourself likable!

# Know Your Audience

- Give the right amount of technical detail
  - Sales pitch – mostly high-level and focused on functionality
  - Poster presentation – heavy on technical details, want to point out uniqueness
- Make it the right length
  - More details requires more time



# Words to Avoid

- Great / Exceptional / Wonderful
  - General and doesn't provide detail
  - Better: original, pioneering, leading, dominant (as long as it is true)
- Trendy
  - Gives an impression that it won't last
- Buzz words
  - Trendy and often over used
  - Examples: outside the box, synergy

# Common Mistakes

- Too vague – doesn't focus on key points
- Too general – applies to many products and/or companies
- Trying to close a sale – you want to start a conversation, not close the deal

# More Common Mistakes

- Too long – you lose your listener’s attention
- Unrealistic – “I will make all your dreams come true”
- Boring – doesn’t excite listener

# Writing an Elevator Pitch

- 1) Identify your goal
- 2) Explain what the product does
- 3) Communicate your uniqueness
- 4) Put it all together
- 5) Practice!!!

# Assignment 2

- Develop a “sales” elevator pitch for your senior project. I.e., not too technical.
  - Think: “If I happen to meet someone in an elevator who could fund my project (e.g. Bill Gates or Elon Musk), what would I say?”
- On Friday, August 30, **each** student will give an elevator pitch for her project in class. The order will be CS 495 students first, then the EE 495 students (alphabetically by last name).
- Pitches will be videoed and graded for accreditation purposes. Grading rubric is posted on course webpage.