



PRE-SESSION ASSIGNMENT

Directions:

At the end of this session, you will give a one- to two-minute “Elevator” pitch, as if you were unexpectedly in an elevator with the CEO that you want to communicate a message. You will only have up to two minutes to get your message across before the elevator opens and the CEO walks out. You will have no other resources at hand, other than your wits.

To prepare for this talk, decide what topic/message/idea you will want to present, in a way that the receiver understands and will desire to formally discuss the details later. Assemble any facts, data, etc. that you will want to draw from in your presentation.

You will be given time to finalize your pitch during class and practice with a classmate using the material you assembled and the session content. The instructor will assess your presentation by grading your ability to deliver the following:

1. **Grabs attention with a hook/interesting opener. Your hook is:**

2. **Clearly presents their idea.**

3. **Explains the need/niche that their idea will fill.**

4. **Explains the benefits or competitive advantage of their idea (2-3 with one being financial).**

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5. **Delivers the pitch with passion, heart, and enthusiasm in 1-2 minutes but no less than 45 seconds.**

NOTE: Turn this completed form and the following Evaluation Form in to the instructor before presenting your elevator pitch.



Elevator Pitch Evaluation Form

Name: _____

Topic: _____

Elevator Pitch Evaluation Form

	Very Poor	Poor	Average	Good	Excellent
Grabs your attention with a hook/interesting opener	1	2	3	4	5
Clearly presents their idea	1	2	3	4	5
Explains the need/niche that their idea will fill	1	2	3	4	5
Explains the benefit/competitive advantage of the idea	1	2	3	4	5
Delivers the pitch with passion, heart, and enthusiasm	1	2	3	4	5
*Pitch was delivered in one to two minutes	1	2	3	4	5

Total