



Elevator Pitch Activity

Competency Development

Collaboration

- Contributes to the work of the team and supports others
- Encourages the ideas, opinions, and contributes of others, leveraging individual strengths

Initiative and Self-Direction

- Stays calm, clear-headed, and unflappable under stress
- Adapts approach in response to new conditions or others' actions

Planning for Success

- Applies existing/newly acquired knowledge, skills, and/or strategies that one determines to be useful for achieving goals
- Monitors progress and own performance, adjusting approach as necessary

An elevator pitch, or elevator speech, is an opportunity to share a quick summary of yourself and your company's value add. This pitch can also be the beginning of a meaningful relationship. There are different types of elevator pitches and understanding what you want to accomplish will help ensure an effective elevator pitch. The goal of the **30-second elevator pitch** is to successfully communicate your career background and skills and can be used in response to the statement, "tell me about yourself". A business elevator pitch can be made either to propose an **investment in a startup** or a **sales pitch** to bring in new business for your company.

Below is an example of a two-minute elevator pitch. As you read the pitch, have students identify the type of pitch.

Has N&B Apparel Company stopped showing the profits and growth you've come to expect?

Well, we at California Fashion Consulting want to partner with you. We'll help you better understand your business competitive environment and use that information to improve your market position and profitability. We've worked with all types of clothing companies across the United States for the past 20 years, transforming them into the businesses of their owners' dreams.

We've gone ahead and analyzed N&B's financial data from the last two years and are prepared to make recommendations based on our findings. The biggest issue facing your company is the rising cost of cotton used to make your best-selling jeans. Three years ago, this increased cost cut into your profits significantly. In response, you raised the price of your jeans by nearly 20% in the following year. You did this thinking you would recover the profit margins from previous years. But instead, it meant decreased sales because consumers were less willing to buy your jeans at the new higher prices.

Your company's competitive advantage has long been selling high-quality designer jeans at discount prices. We've analyzed your supply and demand curve and can recommend an ideal price point of \$50 for your basic jeans. If all of our suggested changes are implemented, we predict that revenue for next year will increase by 10% and profits will go up by more than 5%. This will return your company to its former level of financial success. If you end up hiring us, we will more thoroughly explain our analysis of the past two years' sales, revenue, profits, and costs.

Our team at California Fashion Consulting would love to schedule a time to talk more about some of your company's challenges and explore how we can help you become the best fashion company in the state.

This is an example of an elevator sales pitch with the goal of obtaining a new business opportunity. Re-read the elevator pitch and have students answer the following questions.

1. What makes this elevator speech compelling?

2. What economic principles were applied in this speech to make the case?

Activity

Optional: If students need additional background, implement the jigsaw strategy. Have students work in groups of 3-5 to learn about different types of pitches by reviewing [this article](#), conducting additional research as needed, and presenting back to the whole group with exemplars they develop.

In groups, students will conduct research and design a two-minute elevator pitch that incorporates an understanding of economic principles.

Context:

Students conducted a survey of all impacted community members on the type of business they would like to see on Main Street. One of the conclusions derived from that survey was that the broader community to see minority-owned businesses. One example provided was encouraging the opening of eateries that served ethnic cuisine representative of all the cultures neighborhood, rather than the proposed fancy restaurants proposed by a small group of community members.

Students will design a pitch to encourage the mayor and city council to take up the issue.

The pitch should have the following components:

- Hook - how will you capture the audience's attention
- Context - what is your product or service and why should the potential investor care?
- Call to action - what do you want from the investor?

This activity is a great opportunity to invite Advisory Board members or local business partners that act as judges and provide constructive feedback to groups. Judges can choose whether they will take action (establishing it as a priority, passing an ordinance or resolution, etc.) on this issue after each presentation and provide their rationale for their decision as per the Shark Tank format.

See TR5 Assessment Rubric for grading rubric.

Extension

Personal Elevator Pitch

Share the *My Professional Elevator Pitch* template below with students and have them create a personal elevator pitch to share with peers, internship supervisors, and other professional contacts. Remind students to adjust this elevator pitch as they continue to add skills and understanding.

MY PROFESSIONAL ELEVATOR PITCH

Directions: Complete the information below to guide you to writing a professional elevator pitch for networking and professional events.

- **Section 1: About Me**

Personal Introduction (finish the following statements):

- I am a _____ (grade classification) at _____ High School.
- I am a student in the _____ (Academy name)
- I am interested in becoming a _____ (career choice), because _____.

- **Section 2: My High School Experience**

- List any advanced, AP, IB, or dual enrollment courses that set you apart below
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- Volunteering Partnerships: List your volunteer experience below and relate this to your future career or studies if possible
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- Involvement in clubs or sports: List all clubs or sports you are a part of and include any leadership roles you have taken on in listed organizations
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- **Section 3: Skills**

- Using your resume as a reference, list at least 5 employability skills you have and give a short explanation of how these add to your professional quality and employability
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- **Section 4: Sign Off**

- Wrap up your elevator pitch by using an effective closing: You can ask the professional a related question about their business or mention a position you are inquiring about within their company.