**Record a “60 Second Elevator Pitch”** (Prototyping)

***Directions:*** *Your team’s task is to record a 60 second video (the time span of an elevator ride).*

*The goal of this video is to pitch your prototype to the other teams in Venturescapes. They will rate your prototype and the feedback you receive will help your team in the design process.*

**Essential Elements of a Powerful Elevator Pitch**

1. **Concise.** Your pitch should take no longer than 60 seconds.
2. **Clear.** Use language that everyone understands. Don't use fancy words thinking it will make you sound smarter.
3. **Powerful.** Use words that are powerful and strong. Grab their attention!
4. **Visual.** Use words that create a visual image in your listener's mind.
5. **Tell a Story.** A short story, that is. A good story is essentially this: someone with a problem either finds a solution or faces tragedy. Either type of story can be used to illuminate what you do.
6. **Targeted.** A great elevator pitch is aimed for a specific audience.
7. **Goal Oriented.** An elevator pitch is designed with a specific outcome in mind. What is your desired outcome?
8. **Has a Hook.** This is the element that literally snags your listener's interest and makes them want to know more.

**How to Craft Your Killer Elevator Pitch**

**1. Write down what you are doing.** Don't edit yourself at all. This first step is for generating ideas. Ideas can be goofy, serious, wild, funny, or conservative. It doesn't matter. The goal is to get as many ideas as possible down on paper.

**2. Write a very short story that describes what you are doing for people.** Paint a picture with words.

**3. Write down your objective/goal.** Are you selling a prototype? Asking for feedback?

**4. Highlight the good stuff.**  Highlight or circle the phrases that hook you with clear, powerful, and visual words.

**5. Put the best pieces together.** Tell us what you are doing and why people should want to do business with you. Include elements from your story if you can fit it in.

**6. Do a final edit cutting as many unnecessary words as possible.** Rearrange words and phrases until it sounds just right. Again, the goal is 60 seconds maximum.

**7. Dress Rehearsal.** Run it by as many people as you can get to listen to you. Get feedback.

**8. Write down your final elevator pitch and memorize it.** Practice it until it just slides off your tongue naturally.

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| **Skill** | **Novice** | **Intermediate** | **Expert** |
| **Collaboration:**  **Team Goal(s)** | Unable to articulate team goal(s) | Able to identify team goal(s) | Able to explain team goal(s) clearly |
| **Human-centered**  **Prototyping** | Focuses on team’s interests when creating a prototype | User needs are evident in prototype/design | User needs and insights are evident in prototype/design; explains the connection between user needs/insights and the prototype |