



Exercise: Elevator Pitch

An elevator pitch is a short description of an idea, product, or company that explains the concept in such way that any listener can understand it in a short period of time. This description typically explains who the thing is for, what it does, why it is needed, and how it will get done.

Having reflected on your idea in the previous exercises, it is now time for some action! Write your elevator pitch taking into account all the aspects you have gone through. Try to imagine that you have to convince someone of your idea in only 60 seconds!

My Elevator Pitch