

Video Title: How to Create an Elevator Pitch

Target Audience: Business owners and entrepreneurs.

Learning Objectives:

- 1. Identify the essential components of an effective elevator pitch
- 2. Craft a concise and engaging elevator pitch

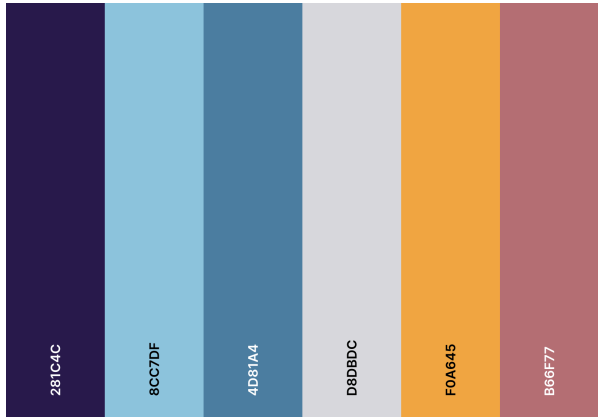
Outline:

- 1. Define Elevator Pitch
- 2. Structure of an Elevator Pitch
- 3. Tips for Crafting an Effective Elevator Pitch
- 4. Examples and Demonstrations
- 5. Plan your own Elevator Pitch
- 6. Conclusion

Characters:

Various

Color Palette:



Seat Time: 5 minutes

Global Comments:

- All slides should align with the color pallet.
- All slides have an underlying instrumental track.
- All images and video used should be clipart or animation style. (No photographic images or video)
- Voice Over: Standard US female text to voice.
- Text preceded by [brackets] is dialogue and should be in a different voice than the narration.
- **Bold** text will appear on the slide.
- All slides have a consistent light blue backdrop.

1. Scenario Hook			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Animation of business professionals facing the learner appears against a blue backdrop When “time for an elevator pitch” is said, 2 business professionals stand on either side of a split screen with speech bubbles popping up to represent a conversation. .	Imagine you find yourself in the presence of the most influential people in your industry. This is the perfect opportunity to pitch your business but you only have a few minutes. What do you do? Time for an elevator pitch.	Opening transition: action swipe	

2. Defining An Elevator Pitch			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Same image of 2 business professions conversing. The text Elevator Pitch appears at the center, bottom of the slide. Animation shifts to show a character holding a trophy	An elevator pitch is a brief persuasive speech that you can use to spark interest in what you or your business does. It should be short enough to deliver within the duration of an elevator ride, hence the name.	Text enters and exits with fly in behavior. Transition in animation occurs when VO says “The purpose is”	

above their head. Other characters surround them in support of their accomplishments.	The purpose is to succinctly communicate who you are, what you do, and why it matters, capturing attention and leaving a memorable impression.		
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3. Structure of an Elevator Pitch pt 1

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>New character appears at a podium point toward a board with sample sentence stems for a hook.</p> <p>Did you know... Have you heard... We can connect about...</p>	First start with a hook to grab attention such as a compelling statement or question related to your expertise or business.	<p>Text appears timed with VO.</p> <p>Text enters and exits with pop up behavior.</p>	

4. Structure of an Elevator Pitch pt 2

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Same character moved to the left side of the slide. New character appears on the right side and a screen with data is between them.	Be sure to describe what you or your business does focusing on the value you provide or the problem you solve. Highlight your unique selling points or competitive advantages.	<p>Text enters and exits with hinge behavior.</p> <p>Use annotation with tan rectangular background to represent a board for the sentence stems.</p>	

5. Structure of an Elevator Pitch pt 3

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Let's Collaborate appears in a speech bubble above 2 hands shaking.	Wrap up with a call to action or a memorable closing statement that reinforces your message.		

6. Tips for Creating your own Elevator Pitch			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Animated check list appears in the center of the screen. The title Planning an Elevator Pitch is centered at the top of the slide.</p> <p>In the bottom right corner an image associated with each point in the script appears. See animation notes</p> <p>The following text will appear left aligned under the title timed with VO</p> <ol style="list-style-type: none"> 1. Plan for 30-60 seconds. 2. Know your audience. 3. Promote yourself and your skills. 4. Show enthusiasm. 5. Practice and refine 	<p>Here are five helpful things to remember when creating your pitch.</p> <ol style="list-style-type: none"> 1. Aim for 30-60 seconds in length. Practice trimming unnecessary details to keep it focused. 2. Tailor your pitch to resonate with the specific interests and needs of your audience. 3. Focus on how your skills, product or service can benefit the listener. What problem do you solve or what value do you add? 4. Demonstrate enthusiasm and confidence in what your pitching. Passion is contagious and can make your pitch more compelling. 5. Practice delivering your pitch until it flows naturally. Solicit 	<p>Text appears timed with VO.</p> <p>Title will remain consistent on all slides in this section, but the image or animation for each point will change. The image or animation will appear in the bottom right corner, changing for each point.</p> <p>(timed with point 1) person with a clock or timer</p> <p>(timed with "practice trimming...") Person writing in a notebook</p> <p>(timed with point 2) Person speaking in front of a crowd.</p> <p>(timed with point 3) Person showcasing their resume</p> <p>(timed with pont 4) Person jumping with joy</p> <p>(timed with point 5) Person reads over notes and presents to an audience</p>	

	feedback and refine based on reactions and suggestions.	Text enters and exits with implode/explode behavior.	
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7. Examples and Demonstrations pt 1			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Examples of an Elevator Pitch appears at the top of slide.</p> <p>3 images are dispersed at the bottom slide: a female surgeon, a male chef, and a female PE coach.</p>	Still unconvinced? Let's look at some successful elevator pitches from various industries.	Text enters and exits with implode/explode behavior.	

8. Examples and Demonstrations pt2			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>The image of a female surgeon enlarges and appears on the left of the screen.</p> <p>Text is displayed on the right side of screen.</p> <p>Hello, I'm Dr. Abby Martinez, a board-certified pediatric surgeon with a decade of experience and over a thousand successful surgeries. I've led collaborative projects that have improved our department's efficiency and patient safety. With the</p>	<p>Abby is a pediatric surgeon looking to advance her position to head of the department. She is pitching herself to the hospital board for consideration as the current department head is retiring.</p> <p>[Abby Dialogue] Hello, I'm Dr. Abby Martinez, a board-certified pediatric surgeon with a decade of experience and over a thousand successful surgeries. I've led collaborative projects that have improved our department's efficiency</p>	<p>After each character is described, the character script will appear.</p> <p>Text appears timed with VO.</p> <p>Text enters and exits with implode/explode behavior.</p> <p>Slide starts and stops with a hinge effect.</p>	Each video or image should be slightly longer than the audio to provide smooth transitions.

<p>upcoming retirement of our current department head, I'm eager to advance our mission by expanding research, integrating new technologies, and fostering a culture of continuous learning. I'm committed to maintaining and elevating the high standards of care for our young patients and their families. Thank you for considering me for this leadership role.</p>	<p>and patient safety. With the upcoming retirement of our current department head, I'm eager to advance our mission by expanding research, integrating new technologies, and fostering a culture of continuous learning. I'm committed to maintaining and elevating the high standards of care for our young patients and their families. Thank you for considering me for this leadership role.</p>		
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9. Examples and Demonstrations pt3			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>The image of a male chef takes the place of the surgeon on the left side of the slide</p> <p>Text is displayed on the right side of screen.</p> <p>Hello, I'm Mark Thompson, a chef with over 15 years of experience in the culinary industry. I envision opening a restaurant that blends innovative cuisine with a warm, inviting atmosphere. My menu will focus on locally sourced, sustainable ingredients, providing a unique dining experience that caters to a variety of</p>	<p>Mark is a chef hoping to open his own restaurant. He is pitching the idea to an organization that funds new businesses.</p> <p>[Mark Dialogue] Hello, I'm Mark Thompson, a chef with over 15 years of experience in the culinary industry. I envision opening a restaurant that blends innovative cuisine with a warm, inviting atmosphere. My menu will focus on locally sourced, sustainable ingredients, providing a unique dining experience that caters to a variety of</p>	<p>After each character is described, the character script will appear.</p> <p>Text appears timed with VO.</p> <p>Text enters and exits with implode/explode behavior.</p> <p>Slide starts and stops with a hinge effect.</p>	<p>Each video or image should be slightly longer than the audio to provide smooth transitions.</p>

tastes. With my extensive background and passion for cooking, I am confident in my ability to create a successful and beloved dining destination. Thank you for considering funding my restaurant venture.	tastes. With my extensive background and passion for cooking, I am confident in my ability to create a successful and beloved dining destination. Thank you for considering funding my restaurant venture.		
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10. Examples and Demonstrations pt4			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>The image of a female PE teacher takes the place of the chef on the left side of the slide</p> <p>Text is displayed on the right side of screen.</p> <p>Hello, I'm Sarah Johnson, a PE teacher with a passion for student fitness and well-being. I would love to take on more responsibility by expanding my role to include coaching our school's sports teams. My experience in physical education, combined with my enthusiasm for mentoring students, will help cultivate a stronger, more vibrant athletic program. I am committed to fostering teamwork, discipline, and a love for sports in our students.</p>	<p>Sarah is a PE teacher who wants to take on more responsibility coaching. She is pitching to the PTA about expanding her position.</p> <p>[Sarah Dialogue] Hello, I'm Sarah Johnson, a PE teacher with a passion for student fitness and well-being. I would love to take on more responsibility by expanding my role to include coaching our school's sports teams. My experience in physical education, combined with my enthusiasm for mentoring students, will help cultivate a stronger, more vibrant athletic program. I am committed to fostering teamwork, discipline, and a love for sports in our students. Thank you for considering my proposal to enhance our school's athletic offerings.</p>	<p>After each character is described, the character script will appear.</p> <p>Text appears timed with VO.</p> <p>Text enters and exits with implode/explode behavior.</p> <p>Slide starts and stops with a hinge effect.</p>	<p>Each video or image should be slightly longer than the audio to provide smooth transitions.</p>

Thank you for considering my proposal to enhance our school's athletic offerings.			
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11. Plan Your Own Elevator Pitch pt. 1			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>Animated light bulb appears in the center of the slide.</p> <p>Let's Brainstorm! Text appears bottom, center on slide.</p>	<p>Ready to start crafting your own elevator pitch?</p> <p>Let's Brainstorm!</p>	<p>Text enters and exits with Implode/explode behavior.</p> <p>Text appears timed with VO.</p>	

12. Plan Your Own Elevator Pitch pt. 2			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>2 people dressed in business attire are standing in the center of the slide surrounded by thought bubbles filled with lightbulbs, charts and gears.</p>	<p>What are 1-2 important things you or your company do that bring value?</p>	<p>Allow 0.03-0.04 seconds after VO before the next slide appears.</p>	

13. Plan Your Own Elevator Pitch pt. 3			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<p>3 images appear on screen to represent healthcare, civil rights and technology.</p> <p>From left to right: A pill container, hands around a globe, a piece of machinery.</p>	<p>What problems are you or your company solving?</p>	<p>Text appears on screen after the VO and is staggered.</p> <p>Allow 0.03-0.04 seconds after VO before the next slide appears.</p>	

Text appears above the pill container and machinery and below the globe. Health Civil Rights Technology		Text enters and exits with Implode/explode behavior.	
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14. Plan Your Own Elevator Pitch pt. 4			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Image of one character sitting at a computer with other characters showing up seeking advice or technical support.	What skills make you an authority in your field?	Allow 0.03-0.04 seconds after VO before the next slide appears.	

15. Plan Your Own Elevator Pitch pt. 5			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Image of a male character smiling and pointing appears on the right side of the slide. On the left, there is an animation with icons pertaining to interests and online presence falling like rain. (hearts, stars, thumbs up, etc).	What drives you or excites you about the work you do?	Allow 0.03-0.04 seconds after VO before the next slide appears.	

16. Plan Your Own Elevator Pitch pt. 6			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Man stands at the front of a room presenting to an audience.	Finally, who is your pitch for?	Allow 0.03-0.04 seconds after VO before the next slide appears.	

17. Conclusion			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Man stands in the center of the screen holding a lightbulb. Images of arrows facing up fill the background on the light blue backdrop.	Once you know the answers to these questions, you can successfully create your own elevator pitch.	Music and slide fade out at the end of the timeline.	