

Elevator Pitch Assignment Description

In this assignment you will learn to give a very short, well organized talk that “pitches” your interests and motivations in research at the University of Rochester. This talk may become a conversation starter with faculty and fellow students that are also interested in the same things. You will revise and share your elevator pitch during our workshop. The term “elevator pitch” was coined to refer to a sales pitch that could be delivered during a 30-second to 2 minute elevator ride. This talk is tightly organized, well-rehearsed, and delivered without notes or visual aids.

Process:

- 1) Your talk must include your name and your academic interests or problem(s) that you are hoping to solve.
- 2) Think about your audience and only use terminology that they will understand. For the purposes of this talk, your audience will be fellow students in this workshop and in the near future, faculty and students in groups you are interested in.
- 3) Plan your organization and delivery techniques. Think of ways to grab someone’s attention and make your talk memorable.
- 4) The talk will be really short, maybe 90 words and last between 30 seconds and 2 minutes!
- 5) At most workshops, we will use a few minutes for elevator pitch practice presentations.

Example:

Just imagine that you’ve received money to do research here at the UR but you aren’t sure which of the many groups to work with. 77% of undergraduates do research at the UR, but how do they get started? Maybe you will be working alone. It seems overwhelming. You barely talk with faculty in class, but now you need to talk to them about their research. Oh no. Hi, Stephanie, Moriana and I are holding this workshop to share the process for how to get into research so that students like you can slide into research more quickly and smoothly. We’re kind of like the Google Map App that gives you the directions. Please register and attend all the sessions to hear the whole story about getting into research at the UR.