

Big Idea Center Elevator Pitches

In today's fast-paced entrepreneurship world, the ability to introduce yourself and your ideas clearly, confidently, and concisely is more important than ever. Whether you're networking at a career fair, connecting with a mentor, or pitching for money, your elevator pitch is your chance to make a memorable first impression. This sheet provides practical tips, strategies, and resources to help you craft an elevator pitch that highlights your skills, passions, and unique value, so you can confidently capture attention in 60-90 seconds.

What is an elevator pitch?

- No more than 60-90 seconds
 - What is the "Twitter/X" version of your idea?
 - Think of how you would say something in 140-280 characters!
- High level
- Designed to capture attention
- Leave your audience wanting more
- Can be valuable as you build out longer pitches & presentations

Recommended components to cover:

- Introduction – this is your HOOK!
- What is the problem you are solving?
- Who CARES? Who experiences the problem? Is this a big, important problem for a lot of people?
- What IS your big idea to solve the problem? Not how you do it, but how you're going about solving the problem better than anyone else.
 - TIP – focus on the benefits of your solution, not the functions or the secrets behind your solution.
- How do you know? How do you back up the above? Personal experience, research, etc.?
- Conclusion – go for a strong closing!

Overall tips:

- If you're a team of more than 1 or 2, pick your best presenter for the elevator pitch.
- Be sure to introduce yourself, "I'm NAME"/"We're TEAM XYZ"

Helpful resource on elevator pitching:

<https://toolkit.techstars.com/give-your-elevator-pitch>

Need more help? Make an appointment with a Big Idea Center entrepreneur in residence.

<https://bigidea.pitt.edu/eirs-student-programs/>