

Elevator Pitch Worksheet

Name:

Goal: (choose one)

What do you hope to accomplish with this elevator pitch? (e.g., set up an informational interview, make connections for jobs/internships, share your research, get funding)

Situation: (choose one)

In the near future where/when will you use your elevator pitch? (e.g., conferences, networking events, job interviews, intro for presentation or informational interviews)

Brainstorm Your Pitch

- Who am I? (What makes you/your work unique?)

- What do I do? (Which of their problems can you/your research solve or address?)

- Why do I do it? (What are your goals? Long term? Short term? Goals of your research?)

- Call to Action - "The Ask" (e.g., Another meeting, suggestions on who else to speak with, information on would make you an ideal candidate, a collaboration)

CONTENT TO CONSIDER:

Education: Degrees, school, specialized training

Types of Businesses: Name the environments in which you have worked or want to work, where you will share your work/research, organizations most impacted by your work. (e.g., Nonprofits, startup companies, Fortune 500 companies, government agencies, etc.)

Special Strengths: What makes you/your research different from others who perform the same work - your competition? (e.g., Special certification, unique approach, extensive experience, exceptional technical skill/knowledge, novel partnerships, etc.)