Elevator Pitch Guidance & Rubric

**General Suggestions:**

* Hook the listener right away-anecdote, humor, emotional language, statistics, rhetorical questions, quotes
* Appeal to emotion
* Explain the idea in general terms so that everyone can understand-no unnecessary scientific jargon
* Establish the need for the product/service
* Demonstrate credibility-what do you know about the subject and why are you capable of completing the task
* Aim for 60 seconds (150-250 words)
* Finish with request-funding!!!
* Deliver with passion
* Rehearse, rehearse, rehearse!

**Process**

1) Write out a description of your idea or product.

2) Write out an explanation of why it is important and why it would be a good investment.

3) Repeat steps 1 & 2 several times, varying your approach to get comfortable with different angles on your idea.

4) Establish your closing line-request for funding.

5) Record yourself reading your description, explanation and closing lines. Listen to yourself, identify the versions you like and figure out how to put them together.

6) Keep rehearsing and revising until your final product is 30-60 seconds of fantasticness!

**Elevator Pitch Rubric**

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| --- | --- | --- | --- | --- |
|  | A | B | C | F |
| Hook & Closure  10 pts | Pitch grabs the audiences’ attention with a strong and memorable hook using two or more of the following (statistic, anecdote, humor, rhetorical question, quote, emotional language), student introduces self (or fictionalized self) and establishes significant credibility , student finishes pitch with a clear and compelling call to action (asks for significant investment) | Pitch grabs the audiences’ attention with a strong hook using one of the following(statistic, anecdote, humor, rhetorical question, quote, emotional language), student introduces self (or fictionalized self) and establishes credibility, student finishes pitch with a clear call to action (asks for support via investment) | Pitch attempts to grab the audiences’ attention with a hook weakly using one of the following(statistic, anecdote, humor, rhetorical question, quote, emotional language), student introduces self (or fictionalized self), student finishes pitch with a call to action (asks for support) | Pitch lacks hook, student does not introduce self, student does not finish pitch with a call to action (asks for support) |
| Content  10 pts | Pitch clearly establishes a very significant need/opportunity and shows how this product is the best solution  Information is presented at an appropriate level of sophistication by clearly explaining the idea and demonstrating robust understanding without being too technical | Pitch clearly establishes need/opportunity and shows how this product is the solution  Information is presented at an appropriate level of sophistication by clearly explaining the idea without being too technical | Pitch somewhat establishes need/opportunity and shows how this product could be a solution  Information is mostly presented at an appropriate level of sophistication but at times is too vague or too technical | Pitch does not establish need/opportunity or fails to show how this product is the solution  Information presented is either too vague to be interesting or too technical to be understood |
| Delivery & Refinement  10 pts | Pitch can be delivered in 30-60 seconds (150-250 words), pitch is organized logically and flows naturally, pitch is free from spelling or grammatical errors, pitch consistently uses strong language: action verbs, descriptive adjectives and positive tones | Pitch can be delivered in 30-60 seconds (150-250 words), pitch is organized logically and flows, pitch is free from spelling or grammatical errors, pitch mostly uses strong language: action verbs, descriptive adjectives and positive tones | Pitch can be delivered in 20-70 seconds (125-275 words), pitch is organized and flows, pitch contains at most 2 spelling or grammatical errors, pitch uses moderately strong language: some passive verbs, bland adjectives | Pitch can be delivered in less than 20 or more than 70 seconds (<125 or >275 words), pitch is not organized logically or does not flow naturally, pitch has more than 2 spelling or grammatical errors |