



Elev. Pitch

D.J. Broderick

Elevator Pitch

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The Elevator Pitch

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Definition

A thirty-second conversation about a topic meant to spur the listener's interest

Joey Asher, *Even a Geek Can Speak*, Persuasive Speaker Press, 2001.



Consider Your Audience

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- Investor:
 - There is a market/problem
 - Make the solution understood to a non-technical audience
 - You are the one to create the solution.
- Laymen:
 - Make the problem relate to the listener
 - Make the solution understood to a non-technical audience
- Professor:
 - The problem is worthy of study for two semesters.
 - I have the basic knowledge to begin the work and can acquire the rest.
 - When I complete this you should let me graduate.



The Problem is Worthy

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Know your audiences expectations:

- 1 Solve a relevant problem with consideration to your field and society.
- 2 Demonstrate knowledge from multiple courses.
- 3 Require development of new knowledge for all team members.
- 4 Allow for both individual and group work.
- 5 Be commensurate with the size of the team.



The Problem is Worthy

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- 1 I am studying/designing:
- 2 because I want to provide/find out what/why/how:
- 3 in order to help my reader/customer understand or improve:



An example

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"I do 802.11"



An example

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“We are revolutionizing the cable industry with a patented piece of technology that can turn companies like Time Warner, normally a cable company, into a telephone company as well. The technology is a cable modem that sits beside your TV. It takes the TV cable on one end and puts out both a TV cable and several telephone lines.”



An example

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“You know the electric bill you pay every month? I work to set the electric rates that determine the amount of that bill.”