 **Title:** **The 30 second elevator pitch**

* **Annotation:**

Communication skills are fundamental for an entrepreneur. This activity will guide developing a short pitch to present to potential investors using the support of the Power Point presentation: “The 30 second elevator pitch”. It can be used together with activities regarding business start ideas.

 **Key Competencies:**

To produce messages adequate to the audience.

 **Expected Output:**

Students understand what is and produce an elevator pitch.

 **Keywords:**

Elevator pitch; communication.

* **Objective of the course:**

To communicate an idea/service briefly using a short message.

* **Theoretical part – explanation of the content:**

This activity will help learners to understand what is an elevator pitch and guide them to the writing of one. They will practice with their colleagues and record a video of themselves to see what they can improve. The PowerPoint file will support you during this task.

**1.** Slides 1, 2 and 3 – Start the presentation with the display of slide 1 and ask learners what do they think an elevator pitch is. After they answer, show slides 2 and 3.

**2.** Slide 4 –Before displaying slide 4, ask learners which parts they think this kind of speech should have. After they answer, show slide 4.

**3.** Slide 5 – Display slide 5 and the group should start, individually, writing their speeches following the indications in the slide. They can use their watches to count the 30 seconds. If they need extra guidance, show them slide number 7, that has an example of an elevator pitch.

**4.** Slide 6 – After everyone finish their 30 second pitch, show slide 6 and they must continue following the indications and improve their speeches.

**5.** Slide 8 – After everyone finishes the task, read the quote in slide 8 and ask the group how they can relate it with the work they have done. Ask them what they have learned from the task.

**References:**

<https://inn.org/wp-content/uploads/2014/07/Elevator-Pitch-Presentation.pdf>

<https://cwovc.rice.edu/sites/g/files/bxs1031/f/Preparing%20and%20Delivering%20an%20Elevator%20Pitch_Embree_2.pdf>

<https://www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/accelerate-cambridge/downloads/elevator-pitch.pdf>

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