



# National AIBL Conference

## Elevator Pitch

### What is an Elevator Pitch?

This contest will be set up as an experience on stage with a student, the audience, and judges panel. It's a 60 second business speech of what a student would do and why someone should hire, partner, invest or collaborate with them. It's called an "Elevator Pitch" because it describes the challenge: "How would you explain your business, idea, plan, or project if fate placed you in an elevator with your dream prospect and you only had the time it takes to get from the bottom of the building to the top?"

### Prizes

- 1<sup>st</sup> Place \$300
- 2<sup>nd</sup> Place \$200
- 3<sup>rd</sup> Place \$100

### Scoring

Each judge will score based on the following:

- Opening (initial greeting)
- Pitch (concise, clear, impactful)
- Ending
- Time Adherence
- Memory (no notes)
- Nonverbals (posture, eye contact, facial expressions)

### Why Is Having an Elevator Pitch So Important?

You only have 30-60 seconds to make a powerful first impression. The attention span of the average person is short. It's an important skill to learn how to get to your point in a concise, clear, and efficient manner.

### Essential Elements of a Powerful Elevator Pitch

- **Concise:** Pitch should take no longer than 30-60 seconds.
- **Clear:** Use language that everyone understands.
- **Impactful:** Use words that are powerful and strong.
- **Visual:** Use words that create a visual image in your listener's mind.
- **Targeted:** If you have target audiences that are vastly different, you might want to have a unique pitch for each.
- **Goal Oriented:** What is your specific outcome? A job, partner, sale, capital, referral, etc.
- **Has a Hook:** A phrase or word that captures your listener's interest and makes them want to know more.

### Pitch Examples:

[blog.hubspot.com/sales/elevator-pitch-examples](http://blog.hubspot.com/sales/elevator-pitch-examples)