

The Elevator Pitch

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what is the **difference**
between pitching and
presenting?

what is an elevator
pitch?

how **long** is an elevator
pitch?

what are the **elements**
of an elevator pitch?

the **hook**

the **problem**

the **solution**

the **impact**

the competition

the ask

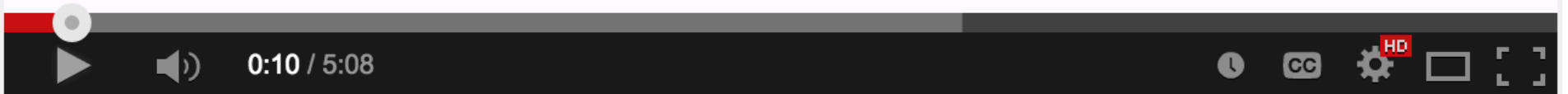
how do you **put the
pieces together** to form
a compelling pitch?

start with a **positioning statement**: a single sentence that answers the question, “what do you do?”

flesh out an outline for
your pitch using a
balance of **facts and**
stories

Jennifer Aaker

Persuasion and the Power of Story



delivery tips

aim to be
conversational

vary your **tone**; vary
your **rate**; vary your
volume

plant your feet; take
steps with a purpose

**free your hands to
gesture;** remove them
from your pockets and
don't cross your arms

don't turn your back to
your audience (often a
result of heavy reliance
on PPT)

use **visuals** to convey
your ideas clearly

check out the **ASU**
template for PPT
presentations



eye contact: pick three
points in the audience

putting it all together...

SOCIAL INNOVATION FAST PITCH



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University of Southern California
Town and Gown

0:01 / 5:27

A video player control bar with a play button, a volume icon with a mute symbol, a progress indicator showing 0:01 / 5:27, and icons for a clock, closed captions (CC), settings (gear), and a full-screen button.

Questions?