

Assignment: Create Your Elevator Pitch

Objective:

You will create a compelling elevator pitch for your business idea. An elevator pitch is a brief, persuasive speech that you use to spark interest in your business. It should be clear, concise, and memorable — lasting about **30–60 seconds**.

Part 1 — Understand the Elevator Pitch

An effective elevator pitch should include:

1. **Hook** — Grab attention with something interesting about your idea.
 2. **Problem** — Clearly state the problem your business solves.
 3. **Solution** — Explain how your product or service solves the problem.
 4. **Uniqueness** — Describe what makes your idea different.
 5. **Call to Action** — End with what you want the listener to do next.
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Part 2 — Assignment Instructions

Step 1: Draft your elevator pitch in written form (150–200 words).

Use the structure above to ensure your pitch is organized and persuasive.

Step 2: Record your elevator pitch (30–60 seconds).

You can use your phone or computer to record your voice or make a short video.

Step 3: Submit both:

- Your written elevator pitch
 - Your recorded elevator pitch
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Evaluation Criteria:

Criteria	Excellent (A)	Good (B)	Needs Improvement (C)
Clarity	Clear, easy to understand, no unnecessary jargon	Mostly clear but has minor unclear sections	Confusing or too vague
Structure	Follows all parts of an elevator pitch	Missing one part	Missing multiple parts
Creativity	Very engaging and original	Some creativity	Lacks originality
Delivery	Confident, smooth delivery	Slight hesitation	Hard to follow or unclear
Length	30–60 seconds	Slightly short or long	Too short or too long

Extra Credit:

Add a visual element (logo, product image, or prototype) to enhance your pitch.

 **Tip for Students:** Imagine you only have the time of an elevator ride to convince someone to invest in your idea — make every word count!

Elevator Pitch Worksheet

Name: _____

Business Name: _____

Date: _____

Step 1 — Hook (Grab Attention)

Write one sentence that will catch someone's attention and make them want to hear more. Examples: a surprising fact, a question, or a bold statement.

My hook:

Step 2 — The Problem

Describe the problem your business solves in one or two sentences.

The problem:

Step 3 — The Solution

Explain how your product or service solves this problem. Be clear and specific.

The solution:

Step 4 — What Makes It Unique

Why is your business idea different from others?

My uniqueness:

Step 5 — Call to Action

What do you want your listener to do after hearing your pitch?

Examples: invest, visit your website, try your product, follow you on social media.

My call to action:

Step 6 — Write Your Elevator Pitch

Using your answers above, write your elevator pitch in **150–200 words**. Remember:

- Speak clearly
- Be confident
- Keep it to about 30–60 seconds

My Elevator Pitch:

Step 7 — Practice Your Pitch

Practice delivering your pitch aloud at least three times. Record yourself if possible.

Length of pitch: _____ seconds

 **Bonus Tip:** Stand like you're speaking to someone important. Smile and make eye contact if presenting live.

Teacher's Elevator Pitch Rubric

Teacher's Elevator Pitch Rubric

Criteria	Excellent (4)	Good (3)	Fair (2)	Needs Improvement (1)
Hook	Captivating and immediately grabs attention	Good hook but could be stronger	Hook is somewhat clear but not attention-grabbing	No clear hook or fails to engage
Problem Statement	Clearly defines the problem and makes it relatable	Defines the problem but could be clearer	Problem is unclear or vague	Problem is missing or confusing
Solution	Clear, specific, and well-connected to the problem	Mostly clear but lacks some detail	Solution is vague or only partially connected to the problem	No clear solution or unrelated
Uniqueness	Clearly explains what makes the idea unique and memorable	Explains uniqueness but not fully convincing	Some uniqueness mentioned but unclear	No uniqueness explained
Call to Action	Strong and clear call to action that motivates the audience	Call to action is present but could be stronger	Call to action is weak or vague	No call to action
Structure & Flow	Pitch is well-organized, smooth, and logical	Mostly organized with minor flow issues	Somewhat organized but lacks flow	Disorganized and confusing
Creativity	Very creative and engaging	Some creativity shown	Minimal creativity	No creativity

Criteria	Excellent (4)	Good (3)	Fair (2)	Needs Improvement (1)
Delivery (if presented)	Confident, smooth delivery, appropriate tone and pace	Mostly confident with minor hesitations	Uneven delivery, pacing issues	Unclear, rushed, or hesitant delivery
Length	Between 30–60 seconds	Slightly too short or long	Too short or long but not extreme	Much too short or too long

Scoring:

- **32–36 points:** Excellent — Pitch is highly engaging and polished
- **26–31 points:** Good — Strong pitch with room for improvement
- **20–25 points:** Fair — Some key parts are missing or unclear
- **Below 20 points:** Needs improvement — Pitch is incomplete or lacks clarity

Teacher Tip:

You can adjust weighting if you want certain parts (like Hook or Delivery) to be more important in your grading.