

Overview

In this activity groups develop an idea, concept, product, service, etc. and present a 30 - 60 second elevator pitch to the class to communicate this idea.

Materials

- [Elevator Pitch Organizer](#)

21st-Century Skills Targeted

- Flexibility
- Leadership
- Initiative
- Productivity
- Social Skills

Steps

- Have pairs/small groups develop an idea/concept/product/service.
- Invite group members to generate ideas for each row of the Elevator Pitch Template based on what they decided in the previous step.
- Have group members begin to formulate their elevator pitch by picking what they think is most important from their template.
- After providing time to practice, invite groups to present their elevator pitch to the whole group.
- If groups are having difficulty getting started, consider sharing some of these suggestions for inspiration:
 - A product or service you are offering
 - An idea for a website/social network
 - A special project you need to fund
 - An organization or business plan
 - An invention you want to get patented
 - A party plan for a celebration
 - A campaign for a political position
 - An advertisement for a local event
 - An idea for a blog or a book
 - A unique interior design for a space

FOR:
Who are your target users?

WHAT:
What is the need or opportunity?

IDENTIFY:
Name your idea/product/etc.

WHY:
Why is this a compelling idea/product?

HOW:
How is your idea/product different/unique from what is out there?