

Video Instructions

Begin by writing down your elevator pitch in a Word document reading the instructions below. Ensure that your pitch is concise, compelling, and effectively communicates the essence of your project or idea. The elevator pitch should be between 60 seconds to 120 seconds.

Practice delivering your pitch multiple times until you can confidently present it without relying on the written document. This will help you internalize your message and deliver it naturally during the recording.

Pay attention to your tone, body language, and enthusiasm while delivering the pitch. Your passion and confidence about your project can play a crucial role in attracting potential investors or stakeholders.

When recording your video, consider the following guidelines:

- Choose a quiet and well-lit environment for recording to ensure clear audio and video quality.
- Position yourself appropriately in the frame, ensuring that you are clearly visible and centered.
- Speak clearly and at a moderate pace, allowing viewers to understand your pitch easily.
- Maintain eye contact with the camera to establish a connection with your audience.

After recording your elevator pitch, review it to ensure clarity, coherence, and effectiveness. Make any necessary adjustments or re-recordings to improve the overall quality of your presentation.

Finally, submit your completed elevator pitch video link to the application page along with your page-long executive summary.

How to Write Your Elevator Pitch

Elevator pitches have four success factors: hook, solution, support, and ask.

1. First, find a hook-describe a problem you or the listener would face in a way that people would remember and take to heart. "Did you ever have trouble learning something?" Everyone has had that problem. "Big government couldn't find new small businesses to help." The terms are familiar and we could see the possible problem. "Imagine you have a beautiful 1967 Corvette but it has a busted water pump." People could imagine a classic old Corvette, so this would work too.
2. Second, focus on the solution your product or service serves for the customer. Do not talk skills ("I am a graphic designer"); talk about how you make customers happy ("I produce designs that sell books!") or what you can do for them ("We take care of all your online marketing needs"). If you're planning a website that connects people who love the outdoors with landowners who want to rent their properties for the day, you might say, "We will be the Airbnb for the outdoors. It helps people quickly understand your firm. Great pitches or concepts aim to get the listener to ask questions or take some other form of "next step."
3. Third, provide support to prove to your listener that your solution is worthwhile. Traction with customers (whether sales figures, number of users, number of transactions) is often the best. Awards, recommendations, or high-star ratings by customers, experts, or the media can also help. Mentioning things like patents (even if they're pending) or words like leading-edge, industry-leading, pioneering, proprietary, or proven technologies can also help.
4. Finally, always close with an ask. In this case, explain why judges should choose your project to advance to the semifinals.

Once your elevator pitch is written, you need to become conversationally perfect in your delivery. You want to be able to give the pitch or concept dozens, even hundreds of times. Yet it is important that the pitch does not sound memorized. It needs to sound like regular conversation, preferably a conversation whose topic excites you. To achieve this, you must master the material and then keep working on it so that it becomes a natural part of who you are and what you say to others. Have family and friends listen to it. Consider using a video camera to see how natural you seem when making the pitch. Remember, the elevator pitch is often

the first real insight people have about your business, so it is essential to have a pitch that flows and sells for you.