Elevator Pitch Assignment Description

In this assignment, you will learn to give a very short, well-organized talk that “pitches” an innovative idea or provides enough information on a topic to pique the interest of an audience or move them to action.

Assignment Overview and Topic Selection

You will create, develop, and present an elevator pitch. The term “elevator pitch” was coined to refer to a sales pitch that could be delivered during a 30-second elevator ride. Your elevator pitch will be a bit longer, but no more than two minutes in length. The talk will need to be tightly organized, well rehearsed, and delivered without notes or visual aids.

For this assignment, you should choose a topic about which you are well informed, interested, and enthusiastic. You might, for example, pitch a school project you are working on, an organization that you belong to, or your latest innovation.

Process

You have one deliverable for this assignment, your two-minute oral presentation. The following steps will assist you in completing this assignment.

1. Select your topic.
2. Plan your organization and delivery techniques.
3. Practice your talk several times to perfect the timing and flow.
4. Present your talk to the class.

Special Features of this Assignment

Your presentation should include the following characteristics.

- An attention-getting opener and a graceful closing with a take-away message.
  
  NOTE: You will not have a graceful closing if you run over your time limit.

- An enthusiastic delivery. You must make a connection with the audience and hold their attention.

- A length of no more than two minutes.
TC 333 Oral Presentation Evaluation

Presenter:  
Topic:  

Content (50%)

- Introduction included an attention-getting opener
- Introduction clearly related the topic to the audience and motivated them to listen
- Introduction included a clear purpose statement
- Level of information was suited to the audience
- Detail was appropriate for oral medium and time constraint (.2 off if over)
- Examples were used when appropriate
- Take-away(s) were clear
- Closing was graceful
- Content had logical organization

Additional comments:

Delivery (50%)

- Presenter showed enthusiasm and professionalism
- Presentation was easy to understand
- Presenter made eye contact with the entire room
- Presenter used natural gestures and movement
- Presenter spoke at appropriate speed
- Presenter spoke at appropriate volume

Additional comments:

Grade ______