

Crafting an Elevator Pitch Workshop Activity 1: Finding the content for your pitch.

Your elevator pitch should be designed with intention. It should explain who you are and why you are unique. It should also explain the general idea of your work, introduce the motivation behind it, and illustrate the future directions that it might take.

Example:

Looking for Research Feedback

I saw that your work is similar to mine; I would love to discuss your experimental approach. I work with developing minimally invasive treatments for glaucoma, we use electrical stimulation to reintroduce cellular activity into the diseased tissue of mice with glaucoma. We recently published a paper in Annals of BME that showed very promising results and suggested possible applications of our treatment for other neurodegenerative disease models. However, we have encountered variation between our mice samples. I was wondering how you accounted for such variation in your experimental design.

Now, use these prompts to find the content for your pitch.

1. Why now? Finding the context of your pitch.

What is your goal from this pitch?

What action would you like to see in the future after your conversation?

2. Why this? The explanation for the motivation of your work.

What problem does your research solve and how does it help the greater good?

What is exciting and unique about your research?

3. Why you? The components of a persuasive argument.

What knowledge, skills, and experience help you solve this problem?

NOW COMBINE THIS INFO AND PITCH

Craft an elevator pitch using the answers from the prompts above.



Things to discuss with your group:

1. Were you able to construct a pitch?
2. Which portion (Why you? Why this? Or Why now?) did you find particularly difficult?
3. Which portion was easiest to find the content for? Why?
4. Was there any common/interesting feedback you obtained from your group members?

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