How to Make an Introductory Elevator Pitch

* Grab their attention. Open your elevator speech with something captivating and relatable. For instance, identify a common industry pain point they’ll be familiar with.
* Spark curiosity. Tell them you’ve found a solution to that very problem.
* Summarize what you do. Then say how you do it and what’s the outcome.
* Be ready for more questions. A good elevator pitch is an invitation to a conversation, not an ad slogan.

What is the basic outline of a proposal?

A synopsis of the proposed project, including the rationale for the proposed research, a statement of specific aims and objectives, the experimental approaches to be used, and the potential significance of the research. Suggested length: one-half page.

(What we are going to do, what resources we require, how long it will take)