

The Elevator Pitch



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and

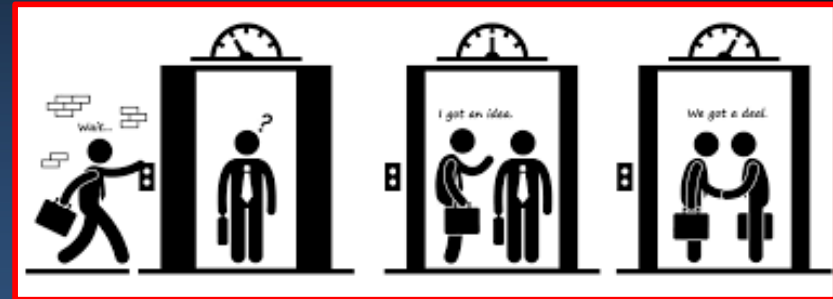
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The Elevator Pitch

➡ A brief, persuasive speech that you use to spark interest in:

- An organization
- A project or idea
- Yourself



➡ Why should you have an elevator pitch in your pocket?

- Soliciting support (financial or otherwise)
- Generating interest
- Basic education

The Elevator Pitch

- ☞ Should generally consider two types of elevator pitches:
 - Brief 20–30 second pitch
 - Longer 2–3 minute pitch
- ☞ Can also consider two broad perspectives in terms of your pitch:
 - Scientific
 - Public/layperson
- ☞ General content for both types of pitches is the same
 - Basic background
 - What's the problem?
 - Why is it important?

The Elevator Pitch

- ➡ Pitching to a professional can save some time because:
 - Person you are talking to may be familiar with jargon
 - May already know aspects of you, your work, or your organization
- ➡ Lay pitch has challenges as you may need additional time to:
 - Avoid jargon and explain stuff
 - Important technical details
- ➡ Same overall goals
 - Attract the listener
 - Cover the basics
 - Get the main message across
 - “Hook” the person



The Elevator Pitch

- ☞ Carefully consider why the person you are talking to should care
- ☞ Always practice your pitch
- ☞ PhD Comics Two Minute Thesis
 - https://www.youtube.com/playlist?list=PLhm1bauLfPNu2_IIXY-VrRNXz68Q03gpt