Elevator Pitch:

1. Idea/goal:
2. What the website does: provides fun STEAM activities for people of a variety of ages
3. USP:…
4. Question:…
5. Put it all together:…
6. Practice:…

Concise:

Clear:

Compelling: STEAM opportunities aren’t always available to everyone, and sometimes they’re not well-tailored to individuals.

Credible- I have plenty of experience with STEAM-based projects.

Conceptual-

Concrete-

Customized-

Consistent-

Conversational-