**Developing an Elevator Pitch for a Software Update**

An elevator pitch is a brief, persuasive speech that you use to spark interest in an organization, project, idea, product or yourself in the time it takes to ride the elevator from the ninth floor to the lobby (20-30 seconds) where the target of your pitch leaves through the lobby and rides away. Key points of the elevator pitch are to be:

* succinct - stick to key points that will make the most impact
* interesting - what will make your 30 seconds of fame memorable?
* understandable - listeners should be actively listening to you, not trying to figure out what you mean

**General GOAL:** Build community and buzz around your projects and services. With busy schedules and other work projects competing for attention, it can be difficult to get someone to sit down and have a conversation. Having a succinct, memorable way to explain what you’re doing and WHY you’re doing it can get people to stop, listen, and even share your passion. At the end of this exercise, you should have a 30-60 second to one minute “elevator pitch” to get people excited about what you’re doing.

**Assignment GOAL:** In this case, we will be building a new user interface with a piece of software.

NOTE: Are there times where algorithmic awareness would not improve the user experience? How might transparency or algorithmic awareness look aesthetically? Are there any pieces of software you’ve designed personally?

### **PROCESS**

**A. Compose your message.**

1. Write a few sentences about your software idea. Think about your goal. What message are you trying to get across to your listeners? What will get them excited about your project? For this first part, don’t worry about the length of your message. Be sure to answer these questions:

* Who are you?
* What are you doing? What problem does your project address?
* What is the impact of what you're doing? Why is it important?
* Have others tried to solve this problem? How is your project different?

2. Take what you've written down and condense it into 3-4 sentences or less.

3. Examine your tone and language.

* Your pitch should reflect your passion and commitment to your project.
* Make it conversational, yet professional.
* Make sure your words are easy to understand by a wide audience with variable levels of understanding of your topic.

**B. Make constructive criticism of the pitch.**

Take a look at your elevator draft pitch and work it through some of your own criticism. Make any edits that make sense after this process. Some questions you might ask:

* Does the language of the pitch sound natural?
* Can the audience easily understand the projects and services?
* Can the audience grasp the impact of your work?
* Does the pitch leave the audience wanting to know more?

**C. Present your pitch to the other groups.**

**CREDIT**

This activity is based on an exercise developed by Stephanie Wright for the Mozilla Science Fellows class of 2015. <https://github.com/mozillascience/fellows-class-2015/blob/master/explore/3-elevator_pitch_exercise.md>