**Instructions for students:**

Prior to class on November 12, 2019, please upload a copy of this completed worksheet to Canvas. Please bring a copy of your work to class on Nov 12. You will spend class time practicing & refining your pitch.

In this assignment you will write a first draft of your elevator pitch based on your class project. You should use the material you brainstormed in class on Oct 29 during our [Message Box](https://www.compassscicomm.org/message-box-online) activity. If you’ve lost your Message Box work, a blank copy of that worksheet can be found in Canvas.

**Crafting your elevator pitch for non-expert audiences worksheet**

**Writing your elevator pitch: First Draft**

**Instructions for crafting your elevator pitch:** Use the outline below to write out an elevator pitch based on your Software Engineering class project and the content you developed when you filled out your Message Box. Imagine you will be verbally delivering your pitch to the specific target audience you identified on your Message Box.

*Tip: Try to keep your pitch around 2 minutes long.*

For this first draft, it is okay to write out full sentences, phrases and key words, or bullet points. The goal of this assignment is to organize the thoughts you brainstormed while you completed the Message Box; don’t worry if it’s not perfectly phrased or explained yet!

1. **Introduce your name and the audience you selected for this exercise:**

My name is Landon Leigh and the audience that I am targeting with my program are industry clients; specifically, teachers, students, and editors.

1. **Introduce your “Issue”:**

My issue is when teachers and students lose access to videos on the teaching websites, they are no longer able to reference the videos for learning or teaching purposes.

1. **Identify the “So What?”, why should your audience care about your issue?**

My audience should care about this issue because this program fixes the problem of corrupted files or videos that you cannot access any more. It allows the user to reference the video as much as they would like.

1. **Explain the specific “Problem” your project addresses:**

The specific problem that is addressed by my project is the ability to retrieve or retain access to videos that have become corrupt or that have been taken down.

1. **Outline how your class project provides a “Solution” and explain the “Benefits” of implementing your solution:**

My class project provides a solution by giving you a program that allows you to download a video in case of the potential problems. The benefits that comes with my program includes the ability to preserve a video at any quality with any video file type so that you can use it for study, teaching, editing, or personal use.