

## Second Elevator Pitch

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**Instructions:**

A 60-second elevator pitch is a concise, compelling introduction of yourself or your idea, designed to spark interest and ideally lead to further conversation.

Here's how to craft an effective 60-second elevator pitch:

- 1. **Identify your Goal and Audience:** What do you want to achieve with this pitch (e.g., job interview, networking contact, investment)? Knowing your audience helps tailor your message and maximize impact.
- 2. **Structure your Pitch:** Many effective elevator pitches follow a structure that includes an introduction, problem statement, solution, differentiation, and a call to action.
  - Introduction: Start with a confident and engaging hook, like your name and a memorable greeting. Consider a compelling question or interesting fact to grab attention.
  - Problem Statement: Briefly describe the problem or pain point your target audience faces. For example, if you're pitching a product, explain the gap it fills in the market.
  - Solution: Introduce yourself or your offering as the solution. Explain how you address the problem and provide a benefit.
  - Differentiation: Highlight what makes you unique and why the audience should choose you. What's your unique value proposition (UVP)?
  - Call to Action: End with a clear next step. This could be requesting a follow-up meeting, exchanging contact information, or answering a specific question.
- 3. **Keep it Concise:** Aim for around 30-60 seconds, which translates to roughly 75-150 words, [according to NatWest](#). Focus on the essentials to avoid overwhelming the listener.
- 4. **Practice your Delivery:** Rehearse your pitch until it feels natural and confident, but avoid sounding robotic.
  - Practice in front of a mirror or record yourself.
  - Time your pitch to ensure it fits within the target timeframe.
  - Pay attention to your tone, body language, and eye contact. Show enthusiasm and project confidence.
  - Speak at a comfortable pace and enunciate clearly, especially if you tend to speak fast when nervous.
- 5. **Tailor it to the Audience:** A generic pitch is less impactful. Adapt your language and focus based on who you're speaking to and what their interests or needs might be. Avoid jargon unless it's a technical discussion with a relevant audience.
- 6. **Be Prepared for Follow-up Questions:** A successful pitch often sparks questions. Be ready to elaborate and engage in a dialogue.

**Example of a 60-second elevator pitch**

Here's an example of an elevator pitch for a software developer looking for new opportunities, drawing upon the suggested structure:

"[Your Name] is a software developer with 5 years of experience building mobile applications. A passion is creating user-friendly solutions to solve real-world problems. For instance, a recent accomplishment was leading a team that developed a health-tracking app, which has been downloaded over 10,000 times. An interest lies in [Company Name]'s innovative work in [specific area relevant to the company], and the desire is to learn more about upcoming projects and potential opportunities. Consider connecting on LinkedIn or scheduling a brief chat sometime next week?"

**Second Elevator Pitch**

Use the space below to write your 60 second elevator pitch.

Let me ask if this sounds familiar: you pull out your laptop or chromebook, and uh oh, it's dead. You forgot to charge it last night. You either pull out your charger or awkwardly ask a classmate to borrow their charger.

It sucks, and as your device ages, the worse its battery life will get. Nearly all modern portable electronics use Li-ion batteries, specifically, lithium-ion polymers (Li-Po); these are great, except for durability. Many Li-Po batteries can expect roughly 2-3 years or 300-500 cycles before they drop before 80% capacity. Degraded batteries are not good for devices, not only do they die quicker, some devices actively downclock themselves to preserve battery-life--you could have perfectly functioning hardware but since the battery is dying, the whole machine acts like a toaster.

What we could do, perhaps, is give the machines more room to work with, a portable power-bank. While these already exist, a lot of them use the same Li-po batteries that have a 2-3 year lifespan, but there is an alternative material: lithium iron phosphate batteries (LFP). These batteries have significantly better lifetime of 2,000-5000 cycles with a 5-10 year lifespan.