Multi-Audience Elevator Pitch

Dr. Gunther:

For any number of reasons, including but not limited to, health, self-sustainability, and entertainment, many people enjoy gardening. As anybody who has gardened before knows, many plants require very specific environments to flourish. Maintaining these environments can be both difficult and time consuming to achieve. To simplify and speed up this process, I will create a system that monitors and corrects environmental factors such as temperature, humidity, fresh air flow, and light. It will use a microcontroller to read environmental factors and control the corresponding devices to heat, cool, humidify, and light the environment as needed. The combination of already existing technologies and a microcontroller ensures that the job will be done in an efficient and effective manner. Though this system could be scaled to accommodate any desired size of space, I will create a small, desktop-sized version to be used on small or young plants. Though this is primarily aimed toward agriculture, this could also have a wide array of uses, including product tests, biological experiments, and mycological studies. Anywhere environmental factors need to be controlled, this device will create an easy, simple way to achieve such control.

Dr. Gunther is familiar with technical terms, and thus language that is a bit more specific in relation to implementation can be used without having to explain every detail. Though much more would be understood, language is kept concise to avoid unnecessary detail that would push this longer than an elevator pitch. Though one specific use is focused on, Dr. Gunther would be able to see a wider range of uses and is thus listing some other uses could be very helpful in demonstrating the value of this project. Vocabulary that is a bit more academic than day-to-day speech is also included to reflect the academic setting.

Shark Tank Investor:

One of the first major steps in humanity’s development was the switch from being hunters to cultivators. From these prehistoric times up to modern days humanity has heavily relied on agriculture and agricultural innovations to survive. While the average person doesn’t need to farm their own food to survive, many find gardening to be a fun and rewarding activity. However, many plants require very specific environments to flourish. Maintaining these environments can be both difficult and time consuming to achieve. To simplify and speed up this process, I will create a system that monitors and corrects these environmental factors, simplifying and optimizing this process for gardeners everywhere. This will take the form of a small box that can fit on a table, making it a simple way to get plants growing in the critical early stages of life. It will combine previously existing technologies such as heaters and humidifiers into one simple package. This small scale will make it a cost-effective way to ensure the best start to every plant’s life.

Investors are very money minded, so the pitch is worded with that in mind, not going too deeply into the details that may or may not be understood. It appeals to a universal concept of humanity’s progress to show its place in an already well established and lucrative pattern. It does include simple explanation of how it will be put together to show that it isn’t a huge or risky investment, but an optimization of previously existing technologies to make the life of the consumer better. The investors are generally academics, but in fields not related to electrical or computer engineering, so all specifics related to ECE are reworded or removed.

Freshman Piano Major:

For lots of reasons, such as hobbies, many people enjoy gardening. As anybody who has gardened before knows, a lot of plants require very specific environments to grow. Maintaining these environments can be both hard and time consuming to do. To simplify and speed up this process, I will create a system that monitors and corrects environmental factors such as temperature, humidity, fresh air flow, and light. It will do this through the combination of many already existing technologies, such as thermometers, heaters, humidifiers, and lights. This system can be scaled from an entire room to a box that can sit on a kitchen table. I will create a desktop-sized version of this system in a box to be used for young or small plants. Though this is mainly aimed towards gardening, this could also have a wide array of uses, such as product tests and biological experiments. Anywhere environmental factors need to be controlled, this device will create an easy, simple way to achieve such control.

As a young student in an unrelated major, I wouldn’t expect this person to know much about electronics. Thus, more day-to-day speech is used. This version also omits unnecessary details, as talk of microcontrollers and such wouldn’t be understood, and only distract them from the main message. However, the main points remain, and they will be able to follow along and see the reasoning and method for this project.