**Elevator Pitch Exercise in Week 8**

Consider the following scenario:

If you (as the representative of your Capstone team) met David (who doesn't know about your project) in the elevator and you wish to get time with him to talk about your Capstone project, how would you structure a ~30-second introduction about your team and your project?

* Introduction (who you are, make it credible)
* Build a quick connection (e.g., David, we read your backgrounds and would love to introduce us and tell you about our project)
* Describe the project - problem you are solving, target user, potential positive impact, and high level technical approach
* What is your ask or request for David

This short form communication should be cogent, engaging, personable, and credible.

Only one person from your Capstone team would need to give the elevator pitch in class but each person on the team should be prepared to deliver it.

Please let us know if you have any questions.

**Mariah**

Hi David I’m Mariah, the project manager of the BarginEats team and a master’s in data science student at UC Berkeley. I’ve read up on your background in data analytics and data science and noticed that you worked at Deloitte and PWC. I actually just left KPMG’s data analytics team for a job at Google so I was really impressed with some of the research you’ve done into modernizing financial reporting with data science. In fact, my team and I would love to pick your brain on a groundbreaking new project we are working on to help low-income grocery shoppers find the best price for their groceries. We’re using optimization to find the cheapest store and a recommendation system to suggest cheaper alternatives. We believe this could be a game changer, not just for low-income shoppers but for all shoppers, who doesn't like to save money? Could we steal an hour of your time while you’re here in town to get some of your expert advice on our project? Maybe later this afternoon for coffee?

**Soo**

Hi David,

I’m Soo, front end developer for the BarginEats web app. I saw that you teach a product management class at CMU and I know you have extensive background in AI and data science. Our team is working on a web app that’s aimed at helping low income families find the best prices for their groceries. We’re also using a recommendation system to recommend healthy but cheaper alternatives for their grocery items. If you have time while you’re in town, we’d love to get some time to go over our app idea with you to get your expert feedback. Would you be free for a lunch or even a coffee this afternoon?

**Shirley**

Hi David. This is Shirley from BarginEats. I am the main data engineer for our project. I found that you had experience with leading a team to apply data science and visualization to client interest at Deloitte, which is impressive for the broad range of industry applications. Our team is working on building a web-based application to help low-income families finding more affordable groceries while maintaining the necessary nutrient factors. We would like to build based on recommendation system to optimize the distance and price for our dataset, and we believe that your experience on applying data science and visualization in different industries would greatly benefit our project. Would you mind taking 30 minutes at your convenience to go over our proposal and provide some feedback from your expertise?

**Fidelia**

Hi David! I’m Fidelia, the product owner of BargainEats. I read about your past consulting experience in data science and AI and was interested in talking to you about my team’s app, BargainEats. It’s a web-based app that aims to bridge the inequality gap by helping low-income families in New York City find more affordable groceries through a recommendation system. The product will incorporate ML models, such as Bayesian classifiers, decision trees, and deep neural networks to optimize and recommend users the most cost efficient grocery store based on their needs. We think that your experience of applying data science to different industries would greatly benefit our project. Would you be free sometime this week to go over our proposal and provide some feedback?

**Pony**

Hi David, I am Pony, the Machine Learning Engineer of the web app BargainEats. I was intrigued by your consulting experience within the Artificial Intelligence and data science space and would love to tell you more about my app. BargainEats is an app that aims to provide low income households residing in New York City boroughs with recommendations on where to buy the most affordable groceries. My team, which consists of 5 members, was driven to build this app to bridge the inequality gap created by the inability of low income households’ to efficiently pinpoint the cheapest grocery options available to them. This app will build upon machine learning algorithms, including but not limited to, bayesian classifiers, decision tree models and deep neural networks to optimize and recommend users the most cost efficient grocery store based on their needs. I would love to sit with you and the rest of my team to go over our proposal and provide some feedback sometime this week.