



ELEVATOR PITCH WORKSHEET

DEVELOPING YOUR ELEVATOR PITCH: In 4 steps!

STEP 1: Mind map/brainstorm everything you think you should mention or want to convey in your pitch. Think very rough draft. Don't censor yourself. Just get random words down.

Guiding questions:

- *What makes you unique or uniquely qualified? What do you want them to remember about you?*
- *Why are you interested in their company? What would this internship or job mean to you?*
- *How did you decide to major in CS and pursue software?*
- *What is your story? What are the biggest challenges you faced to get to where you are now?*
- *What are your core motivations? What are your long-term aspirations?*
- *What is a top major accomplishment (or 2) or you want to mention in this answer?*

STEP 2: Circle/star/highlight the most important parts of your brainstorm. Decide on a format/structure of your answer (depending on which makes most sense to you) and then add those pieces into where they fit best.

Structure	Sample	Articulating it as a bullet point or sentence
Past	<ul style="list-style-type: none">• I'm a first generation college student• I was introduced to computer science from my gaming	

	hobby; I have a passion for helping people de-stress and be happy <ul style="list-style-type: none"> • I'm part of an on-campus organization for women who code, and am a part of CodePath 	
Present	<ul style="list-style-type: none"> • I attended a hackathon and worked with a group of 4 to build an e-commerce online grocery app and our project placed second. • I'm a senior in my last semester of CS 	
Future	<ul style="list-style-type: none"> • I want to contribute to a better user experience for the customer • I want to make people smile when they use what I coded 	

STEP 3: Research the company you are pitching to.

COMPANY/ROLE RESEARCH

Research Topic	Sample	Your Research
ABOUT THE COMPANY: <ul style="list-style-type: none"> • What does the company do? How do they make money? • What are their culture, values, and mission? 	<ul style="list-style-type: none"> • Online platform for ordinary people to sell used goods online • Make money through a cut of each transaction made on the platform • Their mission is to improve sustainability in the world by enabling people to buy and sell used goods • Their values are being customer-focused, being an innovator, and being positively impactful on others. 	
ABOUT ROLE: <ul style="list-style-type: none"> • What are the requirements for the role? • What technical skills are they looking for? 	<ul style="list-style-type: none"> • Front-end development full-time job • Typescript, React, AWS 	

<ul style="list-style-type: none"> • What behavioral skills are they looking for? 	<ul style="list-style-type: none"> • A match for their mission and values, ability to work well with limited oversight 	
ABOUT INTERVIEWER: <ul style="list-style-type: none"> • Who is it with? What is their title? • Link to their LinkedIn • Do they have technical background or not? 	<ul style="list-style-type: none"> • Meeting Joshua, the campus recruiter for the role • <linkedin> • Non-technical background 	
1 OR 2 THINGS ABOUT ROLE/COMPANY I WANT TO TRY TO WORK INTO MY PITCH:	<ul style="list-style-type: none"> • Their mission and values • My match for their tech stack 	

STEP 4: Tailor your pitch to the company you are meeting.

- Past-Present-Future Example:

My name is —. For as long as I can remember, I have loved playing video games. When I was young, I would always sit in front of the TV and play for hours with a huge grin on my face, and my parents would have to hide my console to get me to go to sleep. Thinking back, this was really the reason I got into computer science; I wanted to build something that would make its users smile the way I did.

After graduating high school, I went off to study computer science, and this passion for gaming developed into a love for coding. As a first generation college student, I was self-taught, and had to navigate my way through university very independently. To challenge myself and provide me with a diverse perspective, I joined a computer science club for women on campus, and took courses through CodePath to build up my technical abilities in addition to my classes.

More recently, I attended a hackathon where my team built an e-commerce online grocery app. I was the team's front-end developer, and used Javascript React and AWS. It was exciting to see what I built come to life so quickly, while getting experience coding in a team environment on a tight deadline, and we even got second place!

Now that I'm in my last semester of classes, I am devoted to looking for a full-time job as a front-end developer at a company where I can make the world a better place when I serve my customers. I hope that when my customers use what I make, I can make them smile like I did as a kid.

STEP 5: Practice! With yourself, friend, coach....anyone who can offer feedback. Or use Loom to record yourself and send it to a friend for feedback!

Questions to ask for feedback:

- *Did I speak too fast or too slow?*
- *Which parts were the most memorable?*
- *Is there anything I didn't mention that you think I should have?*
- *If you had to describe me as a candidate in two words after that pitch, which words would you choose?*
- *Any ideas on ways to strengthen it?*

RESOURCES:

- [The Muse's guide to elevator speeches](#)
- [Examples on elevator pitches in job interviews](#)
- [Additional elevator pitch examples](#)