**Yukari Hall**

**Elevator pitch**

**Concise**

An effective elevator pitch contains as few words as possible, but no fewer.

**Clear**

Rather than being filled with acronyms, MBA-speak, and ten-dollar words, an effective elevator pitch can be understood by your grandparents, your spouse, and your children.

**Compelling**

An effective elevator pitch explains the problem your solution solves.

**Credible**

An effective elevator pitch explains why you are qualified to see the problem and to build your solution.

**Conceptual**

An effective elevator pitch stays at a fairly high level and does not go into too much unnecessary detail.

**Concrete**

As much as is possible, an effective elevator pitch is also specific and tangible.

**Customized**

An effective elevator pitch addresses the specific interests and concerns of the audience.

**Consistent**

Every version of an effective elevator pitch conveys the same basic message.

**Conversational**

Rather than being to close the deal, the goal of an elevator pitch is to just set the hook: to start a conversation, or dialogue, with the audience.



**Examples**

Consider the following examples. Can you see the application of the 9 C's in them?

* + “I work with computers.”
  + “I’m a computer programmer.”
  + “I make mobile applications.”
  + "My company writes mobile device applications for other businesses."
  + "My company develops mobile applications that businesses use to train their staff remotely. This results in a big increase in efficiency for an organization's managers."
  + "Think about the last online purchase you made. Did you need any instructions to do it? Did everything go smoothly? That’s what I do: I make websites and online storefronts that look great and are so intuitive to use that people don’t need instructions or training to use them. I do this for a wide variety of businesses."



**Create a pitch for your website idea.**

Create a 75–150 word pitch (about 60 seconds worth) for an idea that you would like to turn into a website. You can use the following process to help:

* + Identify your idea or goal.
  + Explain what you want the website to do.
  + Communicate your USP (Unique Selling Proposition).
  + Engage with a question.
  + Put it all together.
  + Practice!

My idea for the website is to an incorporated non-profit organization for education which is in Tokyo.

This website will help mainly Japanese junior or high schools, and their students seeking support to find the way to career options, choose a college or secondary school and dispatch the instructors to the schools to give proper advice to write essays and to have company interviews.

I would like to create a website for this company with simple access, easy-to-find what the customers want, and eye-catchy design for the education field.

There are many students who need guidance for what they want to be. This is not only a problem for the students but also for the school advisers. This organization is a group of professionals to find solutions for those who need to fulfill school and student requests.

Feedback 1

Good number of words. Could figure out what they want on the website. -Sarah

Feedback 2

Easy to catch vision and persuasive! -Daniel

Feedback 3

Necessary ideas that reach out to the client and secondary education support -Lon