

Name:

Date:

Class:

Elevator Pitch

Skill:

- Application (AP)

Time on Task:

- 35–40 minutes

Goal/Purpose:

- The goal of this activity is to determine the purpose of an elevator pitch.

As an entrepreneur, you might need to prepare an elevator pitch to promote your business or sell your business idea to potential investors. Conduct online research to determine the purpose of an elevator pitch. If available, watch a YouTube video portraying an elevator pitch. Use the following prompts to gather notes and thoughts about your research. When finished, create a two- to three-paragraph essay about the purpose of an elevator pitch. Your instructor will inform you about the appropriate methods of submission. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. What resource(s) did you use for your information?

Answer:

2. What is the purpose of an elevator pitch?

Answer: