

# Elevator Pitch Tip Sheet

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## How to set yourself up for success in the Engineering Elevator Pitch Competition

1. Stand at the podium in the Shell Auditorium and take in the surroundings BEFORE the night of the competition – the seats will be FULL when you give your elevator pitch!
2. Come to Elevator Pitch coaching sessions in the OEDK with your pitch already prepared.
3. Use the 2<sup>nd</sup> Elevator Pitch coaching session to get feedback on your delivery of a polished elevator pitch – it's optional, but will make a difference.
4. Thank the elevator pitch coaches for their time and input – they are volunteers who are excited about the opportunity to learn about your project and support your educational development.
5. Dress for success – the whole team! (if you win, there will be photos)
6. When you head for the break-out sessions after all the pitches have been given, stand as a team to re-deliver the pitch and receive feedback. Don't leave your teammate up there alone!
7. Prepare for a wide range of feedback
  - The engineers in the audience will have wanted more technical details
  - The business folks will have wanted a better business model
  - The venture capital people will have wanted more on the investment opportunity
  - Someone will always seem to be coming out of left field!

Take in the advice, thank everyone for their comments, and if all else fails, it is OK to say, "We hadn't thought of that – thanks for the great suggestion!"

8. Judges and those giving feedback may, and in all likelihood WILL, mix up pitches in their heads, meaning that the feedback you receive may be intended for another team. It is a long night with many teams participating. Thank them, and move along.
9. The coaches and the judges may not agree. You may get feedback that is contrary to what you were coached to do. Everyone has their own opinion of the 'best' way to present an elevator pitch.
10. Remember, this is a learning experience! So have fun ☺