**The Elevator Pitch:   
Social Solutions: Product or Policy Pitch** *English 12 :: Fall Exhibition 2015 :: Stoll*

**Driving Questions:**

* What would it look like if we had 60 seconds to pitch the most important ideas about our Social Solutions policy or product?
* How can we keep cool in a high pressure situation?

**Overview:**

Here’s a scenario: you are a young, up-and-coming entrepreneur with a great new idea. You’ve finally worked up the courage to try to pitch your idea to an industry expert, and decide to go to their office to see if you can schedule a meeting. As you walk in to the elevator to go this expert’s office on the 30th floor, you turn around to see this expert walk in right behind you. As the doors close, you realize you’ve got approximately one minute with this industry expert all to yourself.

In the business world, the term “Elevator Pitch” is used to describe a 30-60 second speech used to try to convince an audience that your idea or solution is what they need. Being able to condense the best parts of your product or policy into a short, passionate speech is a highly effective tool.

**Consider using these rhetorical devices:**

* **Ethos**: Presenter makes pitch while appearing knowledgeable, fair and professional
* **Pathos:** Presenter appeals to the emotions and imagination to hold interest throughout pitch
* **Logos:** Presenter includes pertinent facts, data, and real life examples in order to appeal to logic

**Deadlines:**

* **Sign-up for Elevator Pitch Cohort:**Sign-ups available starting at 9am, THURS. 11/12  
  *See Stoll’s website for the Sign-Up Genius Link*
* **Draft of Script:**Due on TurnItIn.com for ALL students by  
  TUES. 11/17 at 9AM
* **Deliver Elevator Pitch:**Students will begin delivering elevator pitches in small cohorts on 11/18 and 11/19 (from 9am-4pm)

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