

# Elevator Pitch Lab

Lecture 4  
GSL Peru 2014

# Criteria for a good pitch:

- Is there a hook?
- Does the pitch identify the customer pain point?
- Is the presenter credible? Would you trust him?
- Do you understand how the product/service differentiates itself from competition?
- Is the presentation good?

# Excercise

1. Pick a partner
2. Have one person pitch (puede ser en español)
3. The other person listens and keeps track of time (2 minutes per pitch-- no more!)
4. After the pitch, have the listener summarize the pitch and give feedback
5. Did the person pitching get the message across?
6. Switch roles and pitch again

# Summary

- Were you able to get your message across?
- Did the pitches improve?
- Practice makes perfect!

# Homework - Three Business Ideas

- What is the problem your product or service is going to solve?
- What types of people or what types of companies suffer from this problem?
- How widespread is this problem? How critical is it that customers solve this problem?
- What is the innovation or competitive advantage behind your product?

# Elevator Pitch Speed Dating

## Rules for Speed Dating

- 1 minute: Find a partner
- 1 minute: Student A pitches to Student B
- 1 minute: Student B asks Questions
- 1 minute: Student B pitches to Student A
- 1 minute: Student A asks Qs
- 1 minute: Split 7 points (no decimals!)