



The Elevator Pitch

- Create an Elevator Pitch about 1) your own research, or 2) research you are involved with, e.g. at your work place, or 3) research you are very interested in.
- Rules:
 - The pitch should last no longer than 60 seconds, preferably less.
 - Your audience are an **Attentive public**, i.e. people already interested in (and reasonably well-informed about) science and scientific activities.
 - Use simple language, no scientific jargon.
 - Remember, the Elevator Pitch is the **BEGINNING** of a conversation. Your task is to make your audience interested enough to ask questions.



The Pitch Pattern

- **0-15 sec: Introduce yourself and your idea** in a few words
- **15-35 sec: Expand on the idea** with information on the problem it solves or the need it meets.
- **35-50 sec: Specify what sets you apart from others**, and explain why your idea is guaranteed to succeed.
- **50-60 sec: Repeat the strong point of your idea** and leave the door open for questions for more information.