**Your Task – To write an Elevator Pitch**

With your group you will create an “Elevator Pitch” of at least 200 words for your product. Your written format should look like this:

Group Members:

Product:

Investor:

Elevator Pitch:

**What your “Elevator Pitch” must contain:**

1. *A “hook”*

 Open your pitch by getting the Investor’s attention with a “hook” - a statement or question that piques their interest to want to hear more.

2. *About 150 – 225 words*

 Your pitch should go no longer than 60 seconds.

3. *Passion*

 Investors expect energy and dedication from entrepreneurs.

4. *A request*

 At the end of your pitch, you must ask for something. Do you want their business card, to schedule a full presentation, to ask for a referral?

**Rubric**

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|  | **Score (1 – 3)** | **Feedback** |
| **Contains Hook** |  |  |
| **Pitch is roughly 60 seconds** |  |
| **Contains a request** |  |
| **Is upbeat/enthusiastic/shows dedication** |  |