

Wilbur-Ellis Innovation Award Elevator Pitch Outline

The submission video + live presentation round will give students an opportunity to pitch their proposal to a panel of judges and field questions.

An elevator pitch conveys what your business/proposal is about in a quick, polished, and engaging way. Complete the sentences below to create your own pitch for the live presentation round. You'll have 5 minutes to pitch, followed by a 5-minute Q&A.

1. We'd like to tell you about _____.
(Introduce the proposal)

2. It's a _____.
(Explain the idea/technology)

3. It will help feed a growing world population by _____.
(How will it feed the world?)

4. It is unique because _____.
(Explain competitive advantage)

5. Our research has shown that _____.
(Share key data/research)

6. To bring this idea to life, we _____.
(What is next step?)