



Essential Question: How can I communicate quickly and directly about my real food business or event?

Objectives – Students will:

- Consider the most important information to share about their business or event.
- Use concise language to convey their business pitch.
- Evaluate the effectiveness of pitches with peers.

Launch: Describe your business in 10 words or less.

Step 1: Vocabulary - After viewing sample videos, review the terms below and provide examples or rephrase the terms in ways that make the most sense to you.

Elevator Pitch: A succinct and persuasive sales pitch.

Anatomy of a Pitch:

1. Identify the problem. What changes are happening or what changes need to happen?
2. Explain why now. Why should I care and why now?
3. Show the future vision. Paint a picture of what happens when your business is successful. Don't talk about your business products or services, yet!
4. Reveal that your business is the key. Talk about the work you do and the products or services you offer.
5. Present the evidence. Use testimonials or reviews to highlight and personalize your pitch.



LESSON 13: ELEVATOR PITCH

Step 2: Vocabulary - Your group will need to create a 1-minute elevator pitch that will highlight your product or service, drive interest, and explain why your business is an important one that meets the needs of its customers. Use the anatomy of a pitch as your guide. Complete the chart below individually.

What is the problem?	
Why now?	
What is the future vision?	
Why is your business the key?	
What evidence do you have?	





Step 3: Create your elevator pitch. Remember everyone does their own!

A large, empty rectangular area defined by a dotted line, intended for participants to write their elevator pitches.

Step 4: Present your elevator pitches to your business group and gather feedback using a feedback strategy called Two Stars and a Wish. Each participant gives two pieces of affirming feedback (stars) and one piece of advancing feedback (wish). Example: I really like how you talked about the vision so clearly and that your “why” is very important. I wish there was more evidence from people included in the last step of the pitch.