

Pitching your solution

A four-step worksheet for building your elevator pitch

Your elevator pitch is a short, clear summary of your solution that you can deliver in 30 to 60 seconds. Use the four steps below to build yours, then practice saying it out loud until it feels natural.

Build your pitch

Step 1: What problem did you find?

Describe the career navigation gap or opportunity your research uncovered.

Step 2: What is your solution?

Describe your idea in one or two sentences. Focus on what it does, not every detail of how it works.

Step 3: Why does it matter?

Explain who benefits and what changes for them. This is your chance to make the listener care.

Step 4: What do you want next?

End with a clear ask: What do you want your listener to do, support, or think about?

Put it all together

Combine your four answers into a short, conversational paragraph. Read it out loud and time yourself. If it runs longer than 60 seconds, look for details to cut rather than ideas to add.

Before you record

- Practice out loud, not just in your head. It sounds different once you say it.
- Time yourself. Aim for 30 to 60 seconds.
- Cut jargon. If a classmate wouldn't understand a word, replace it.
- End with your ask, every time. A pitch without a next step is just a description.