

Why is an elevator pitch important?

Summarizing a broad topic is a skill that is useful in cultures where time is of the essence such as in the United States. After all, sometimes an opportunity presents itself in a chance meeting, a professional society meeting gathering, on an elevator or lobby, etc., and all you have is around ten seconds to get your point across.

What is an elevator pitch?

The idea is to describe your new venture succinctly, summarizing it within 60 seconds, while exciting the prospect concerning your proposed venture in order to garner support and funding.