

## Elevator Pitch Transcription

1. Match the words on the left with the words on the right.

2-minute  
Board  
Drawing  
Greed  
Investor  
Investor's  
Make  
Pain  
Tech  
Value

inducing  
interest  
office  
statement  
room  
presentation  
board  
money  
proposition  
talk

2. Write the 10 resulting word pairs in the correct spaces in the transcript below.

"If you've got a great idea but need the cash to make it go - well then, you'd better start working on your elevator pitch.

What is an elevator pitch? It's the term used for the \_\_\_\_\_  
\_\_\_\_\_ (1) - the exact amount of time it takes to go from the  
lobby to the \_\_\_\_\_ (2) on the top floor - to  
capture \_\_\_\_\_ (3).

Get it right and they'll invite you into the \_\_\_\_\_  
\_\_\_\_\_ (4). Get it wrong and they'll call security.

What makes a good elevator pitch? A good elevator pitch is made up of two key elements.