

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.