

ELEVATOR PITCH

This outline is only a guide for how your pitch should be structured. You are not expected to discuss each specific topic under the categories listed, but should discuss each category. Presentations should fit within the allotted time. Be sure to provide time for questions and answers.

Things that should be included:

- Scope of need
- Identify the population to be served
- Determine what other like services are available and why their idea meets a need not met by other services in the area
- Program staffing requirements/organization
- Additional funding sources
- Collaboration between service providers
- Daily logistics
- Benefit to community vs. costs/efforts, etc.

Title & Introduction

Who are you and what do you do?

Memorable tagline or information (elevator pitch)

- Conveys most pertinent, attention-grabbing info
- Gives high-level context for rest of presentation
- Provides a holistic outline to prepare the audience

Team & Project Stakeholder introductions

Identify the Problem

Convey the scope of the problem/need you are trying to address with this project. Be specific. Use data with sources to support your claims. The United Way Data Center at www.unitedwayokc.org/research/data-center can be used as a source.

- Convey scale of the problem
- Growth in affected population
- Experiences, examples

Innovation – Your Hypothesis Solution

How are you proposing to fix the problem?

Describe your proposed solution in an understandable and memorable way.

Link specific solution components to problem components.

- How does this service solve the problem?

The Impact Opportunity

Who are your potential clients? How many people are in need of this solution? How many people will you reach?

The Delivery & Business Model Hypothesis

How will you deliver your service?

Will you work with other partners/organizations? If so, who?

Support with relevant research

The Secret to Your Success

What will make this project successful?

Explain why you/your team/organization is the right team to execute

What will make your venture successful where others have failed?

Are you the first to try this model in central Oklahoma? Are you combining the best practices of other organizations?

Financial & Sustainability Analysis

Cost projections

- Cost of innovation development, operation, etc.
- Timeline for when costs are incurred

Potential sources of funding & plan for longevity

Social return on investment & justification for investment of resources

- Clear value proposition to the return on investment

Next Steps

Given funding, what actions will be taken and when?

- Actionable steps
- Timing and Prioritization
- Responsibility identified