

ACADEMIC ENGLISH SUPPORT DESK NEWSLETTER

Osaka University - Multilingual Expert Program

THE ELEVATOR PITCH - PRESENT YOUR POINT!

Creating an effective elevator pitch is crucial for communicating your research succinctly and engagingly, especially in settings where time is limited, and the audience's attention is precious. Here's how to craft a compelling elevator pitch:

- **Identify the Core Message:** Distill your research or project into a single, impactful statement. What is the most important thing you want people to remember?
- **Know Your Audience:** Tailor your language and focus depending on whether you're speaking to industry professionals, academics, or a lay audience. Avoid jargon to ensure clarity.
- **Start with a Hook:** Begin with an intriguing statement or question that draws your listener in immediately.
- **Outline the Problem:** Briefly describe the issue your research addresses. Make it relatable to underscore the importance of your work.
- **Present Your Solution:** Explain how your research or project solves the problem. Highlight what makes your approach unique or innovative.
- **Share the Impact:** Discuss the potential or realized impact of your work. How does it benefit or change the field, society, or the world?
- **End with a Call to Action:** Conclude by inviting further conversation, expressing your interest in collaboration, or suggesting a way the listener can learn more.

Check out the example below:

Imagine you're an engineering student working on a project to develop a new type of biodegradable plastic:

- **Hook:** "Did you know that over 300 million tons of plastic waste is produced every year, most of which isn't biodegradable?"
- **Problem:** "The persistence of plastic waste in our environment is a growing problem, contributing to pollution and harming wildlife."
- **Solution:** "I'm working on engineering a novel type of plastic made from renewable resources that can completely break down in just six months."
- **Impact:** "This project has the potential to revolutionize the packaging industry, significantly reducing pollution and making our planet cleaner and safer for future generations."
- **Call to Action:** "I'm currently looking for partners and investors interested in bringing this sustainable solution to the market. Let's chat if you want to make a real environmental impact."



Need help with your presentation preparation? Contact the Academic English Support Desk for assistance today.



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