



An elevator pitch is a quick description of your business and/or idea in the time it would take to ride up an elevator.

The purpose of an elevator pitch is to let the judges know what you do and what your business has to offer in a quick and concise manner. Presenting yourself effectively is an essential tool in the business arena. A well-planned elevator pitch can open the doors to success. Make sure you are prepared by rehearsing your elevator pitch and remember to include the following points.

POINTS TO INCLUDE IN YOUR ELEVATOR PITCH

- What is your business?
- What is the problem or need and how will the business offer a solution?
- What makes your business unique?
- How will the prize money be utilized?

VIDEO SUBMISSION GUIDELINES

- The owner or co-owner who plans to participate in Build-Up Berkeley, should they be chosen to participate, needs to be the one pitching in the submitted video.
- The elevator pitch video will be up to 90 seconds.