

"Elevator (topic) pitch" Assignment

Write and deliver an “elevator pitch” that is sixty (60) to ninety (90) seconds long to “sell” your essay topic to the class. You can deliver this pitch live OR pre-record it and play it to the class on your presentation date.

Upload the following BEFORE class on the day of your presentation:

- Script
- Checklists
- Video (optional)*

*Videos must be clear - that is, we must be able to see the student clearly with a full view of their face, and we must be able to hear them clearly (without static echoes, or other ambient noises). If the video will not play in the classroom, or if it is visually or audibly unclear, the student will be asked to deliver the pitch to the class live.

Classmates will provide feedback and guidance on the subject matter and the student’s presentation skills.

"Elevator (topic) pitch" checklist

#	Criteria	Point value	Done
1	Introduce yourself.	3	
2	Establish your credibility.	3	
3	Grab the audience's attention (with a great story, personal connection, statistic, or related current news).	7	
4	Present your thesis in one statement.	7	
5	Explain what distinguishes your "take" from the other opinions in the field.	3	
6	Present your best 2-3 supporting arguments.	10	
7	Explain what's at stake. What do we risk or stand to lose?	3	
8	Explain what we have to gain. What is improved, and how is it improved?	3	
9	Make sure they remember you!	7	
10	Thank the audience for their time and attention.	2	
11	Ask the audience if they have any questions. **This is not included in the 60-90 second time limit.**	2	

"Elevator (topic) pitch" checklist

#	Criteria	Point value	Done
1	Demonstrates awareness of listener's needs.	5	
2	Speaks clearly with appropriate vocabulary and information.	5	
4	Uses tone, speed, and volume as tools.	5	
5	Demonstrates complexity of vocabulary and thought.	5	
6	Appears comfortable with audience.	5	
7	Maintains eye contact with the audience.	5	
8	Variation of sentence structure and word choice works to keep the listener interested and provides multiple examples and descriptions.	5	
9	Projects confidence and credibility.	5	
10	Makes good use of the stage space.	5	

"Elevator (topic) pitch" Script

#	Criteria	Point value	Done
1	Student uses imagery and descriptive language.	5	
2	Thesis is clear.	7	
3	Script is edited (for grammar and construction).	10	
4	Supporting points are clear.	7	
5	The student's unique voice and tone are prominent and clear in their writing.	7	
6	Script is formatted appropriately (with clear introductory / body / concluding sections)	7	
7	Sentence length is varied and coincides with the emotion or impression the student wants to convey.	5	
8	Script is formatted according to MLA guidelines	2	

"Elevator (topic) pitch" Rubric

#	Criteria	Point value	Weighted
1	Checklist grade	/50	/25
2	Script grade	/50	/25
Total			/50