

# The Elevator Pitch

Problem statement: Explain what the problem is, and why it's a significant problem.

It gets worse: Explain how failing to solve this problem could cause more problems.

Glimmer of hope: Suggest that the situation can get better.

The novel solution: Explain how a new idea can help solve the problem.

The credible authority: Demonstrate that you are the right person to solve it.

The vision: Inspire the audience by painting a picture of how

