

In the business world, an "elevator pitch" is a quick, passionately delivered description of a product that an inventor/business owner has created. You never know when you'll be standing in line or sharing an elevator ride with a rich and powerful investor. To make the most of such an opportunity, an inventor must have an elevator pitch ready to roll at a moment's notice.

Next week, you will "pitch" your 20Time Project idea to the full class with a 60-second elevator pitch/mini-presentation.

- Your pitch **must** include:
- Your name
  - What you want to create during your 20Time Project
  - Why you chose this project (Tell a little story, perhaps?)
  - What materials/resources you'll need
  - What obstacles you anticipate and your plan to navigate those obstacles
  - Why this project is worthy of a significant investment of time
  - Graciously thank the audience for our time/consideration of your idea

Be organized with your thoughts and ready to speak passionately about your 20Time Project proposal. You will also participate in a full-class question/answer session after your pitch (a kinder, gentler *Shark Tank* experience of sorts), so be ready to further explain/defend your idea.

## My Pitch

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Name: \_\_\_\_\_

20Time <small>60-Second Pitch Rubric</small>	Intern (Beginner, 3 pt.)	Employee (Proficient, 4 pt.)	Boss (Advanced, 5 pt.)
Project idea	Idea is interesting/fun, but seems already familiar to student. Doesn't pose a real challenge. A reasonable choice, but not the most worthwhile use of this time.	Idea is personally meaningful and will present a real challenge. A good choice that will provide a worthwhile use of this time.	Idea is epic. The project has the potential to be useful in other endeavors and/or benefit others. This idea fully embraces the innovative spirit of this assignment.
Motivation behind idea	Motivation is unclear or barely mentioned. Seems like the student is going through the motions, rather than genuinely interested.	Motivation is identified and interesting to the audience. The motivation is clear and logical, but not inspired.	Motivation is described in entertaining detail that excites the audience. It seems this project could potentially be life-changing for this person.
Thoughtfulness of plan	Understands what will be needed to accomplish this task, but answers to query questions are vague, lack detail. More research/planning needed.	Has thought through many of the resources and/or obstacles of the project and is at ease during questioning. Can answer all questions, but doesn't elaborate.	Demonstrates full knowledge by answering all audience questions with explanations and elaboration. Has clearly thought through all elements of this project.
Relevancy to language arts	Project has a clear, but thin connection to language arts. The project is really about something else with an ELA component thrown in it as an after-thought.	Project has a clear and logical ELA element and will help this student sharpen a variety of reading, writing, and/or communication skills.	Project is primarily ELA-focused and will help this student develop mastery of reading, writing, and/or communication skills. Project moves beyond this classroom.
Speaking style	We can hear the student clearly, but eye contact is limited. Voice lacks drama and speaker rarely varies tone, volume, or inflection. Body language is stiff.	We can hear the student clearly and eye contact is good. Speaker attempts to vary tone, volume, or inflection of voice. Body language is relaxed.	Student draws in the audience with eye contact, an engaging, story-telling voice, and dynamic body language. Doesn't overdo any of these elements.
Enthusiasm; Professionalism	Student shows little or mixed feelings about his/her project. Audience is not excited about the proposed project because the student doesn't seem enthused.	Student shows some enthusiasm about his/her project. Audience is cautiously hopeful that the proposed project will be fruitful for the student.	Student is on fire for this project. The presentation makes us want to stop what we're doing and help the student accomplish his/her goal.