



60-Second Elevator Pitch

An elevator pitch is an important sound bite that every scientific and medical professional should have ready to go when opportunities arise. This 60-second introduction about who you are and what you do helps foster meaningful connections with confidence when meeting new people. Since you might not always initially know how technical your audience is, it is important that your pitch is general enough at the start for anyone to understand; you can always dial up once you have a better understanding of your audience’s background and interests.

SKETCH OUT YOUR RESPONSE

Greeting	
Name	
Organization & Title	
What your organization does	
Why it matters (problem you are solving)	

SOURCE:



www.foundertoleader.com