**90 Second Elevator Pitch**

The elevator speech is a clear brief message or ‘commercial’ about your Genius Hour Project. It communicates who you are, what your project is about and what goals you hope to achieve. In business, it's usually about 30 seconds (the time it takes you to ride from the bottom to the top of an elevator). However, for this assignment, we are doing it **Shark Tank** style and you have a maximum of 90 seconds for your elevator pitch. The idea behind an elevator pitch is that you are prepared to share this information with anyone, at anytime, even in elevator. It is important to have your speech memorized and practiced. For this assignment, you can choose to present your pitch live in class or via YouTube or another format that you get approved by your teacher.

**Examples of 90 Second Elevator Pitch - Shark Tank**

[**Onesole**](https://www.youtube.com/watch?v=Ov88yk3Ft-8)

[**Grinds Coffee Pouches**](https://www.youtube.com/watch?v=ee_ZOl8VYnY)

**Examples of 90 Second Elevator Pitch - Genius Hour**

[Genius Hour: Happiness Project](https://www.youtube.com/watch?v=0Tee1bVMh2A)

[Genius Hour: Yulin](https://www.youtube.com/watch?v=Mw01kAecHV4)

[Genius Hour: Understanding the Criminal Mind](https://www.youtube.com/watch?v=eVHV0UitJac)

**Questions to answer in your Pitch:**

1. What is your Genius Hour about? (i.e. your essential question)
2. Why are you interested in this topic?
3. What is your goal for the project?
4. What steps will you take to achieve your goal?
5. Where/how do you plan to gather information for your project?
6. What will the outcome/product of your research be?