

*Course: BUSI 111*

## *Small Business Management*

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### *Assignment*

The art of the elevator pitch and the insights of two entrepreneurs

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### Learning objectives of the elevator pitch

#### Presentation 1

In this first presentation the speaker described the elevator pitch as a two minute presentation or the same time it would take someone from the lobby to the investor's office. He identified that there are two key elements of the elevator pitch:

- ❖ What problem you want to solve