

# How to Give a Chalk Talk/Elevator Pitch

A photograph of two people sitting on a dark green park bench outdoors. On the left, a person with short blonde hair, wearing a dark blue t-shirt, is gesturing with their right hand while speaking. On the right, a person with long dark hair, wearing a light blue sweater, is listening attentively. The background is filled with lush green foliage and trees, with sunlight filtering through the leaves. The overall scene is bright and natural.

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**Clear**

**Concise**

**Compelling**

# Clear

- Easily understood
- Avoid jargon
- Simple

# Concise

- Brief: 30s to 1min
- Focus on the most important points
- Don't get bogged down in the details

# Compelling

- Make it relevant to your audience
- Make it interesting
- Know your audience!

**What is my point?**

**Why does it matter?**



What is my point?

Why does it matter?

An idea  
you want  
to share  
(only one)

Resource  
(only one)  
Videos/stories/images



# Steve Jobs Video

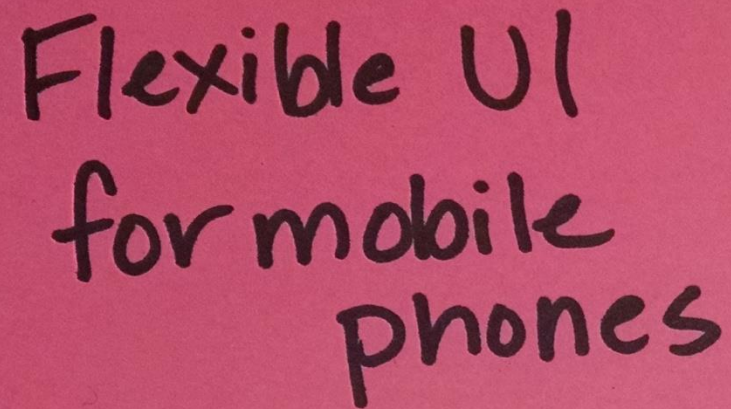


## Revolutionary UI

Interplay of hardware and software

# What is the point?

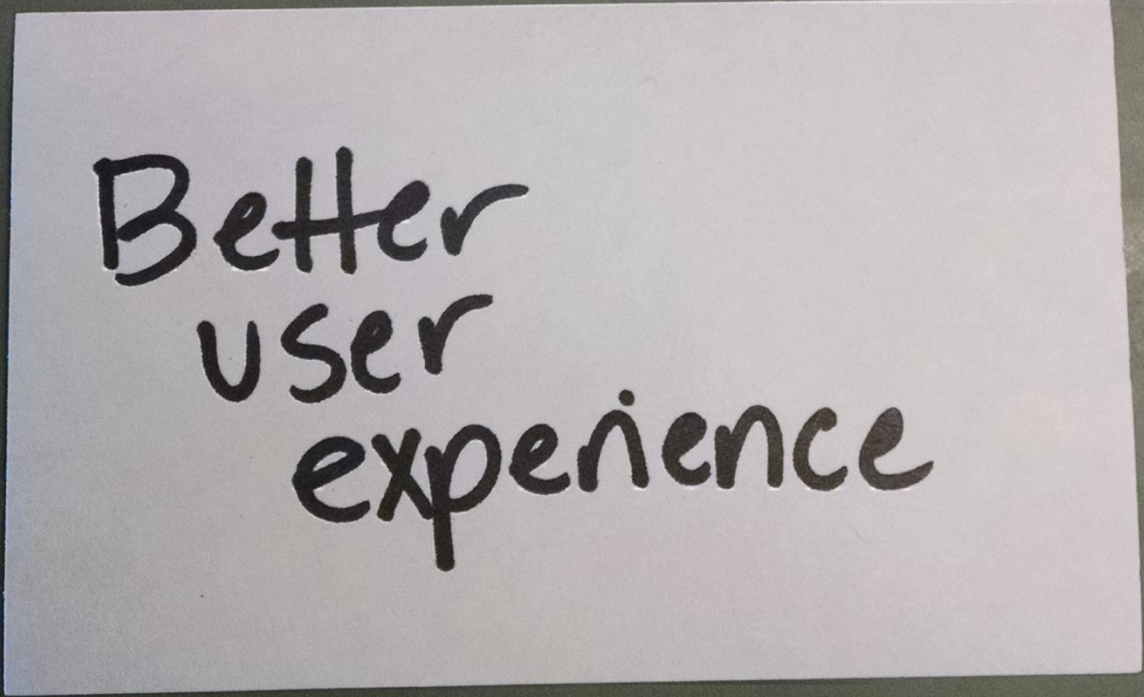
# What is the point?



Flexible UI  
for mobile  
phones

# Why does it matter?

# Why does it matter?



Better  
user  
experience

# Main Ideas



# Main Ideas

Buttons  
can't  
change

fingers

Full  
Screen

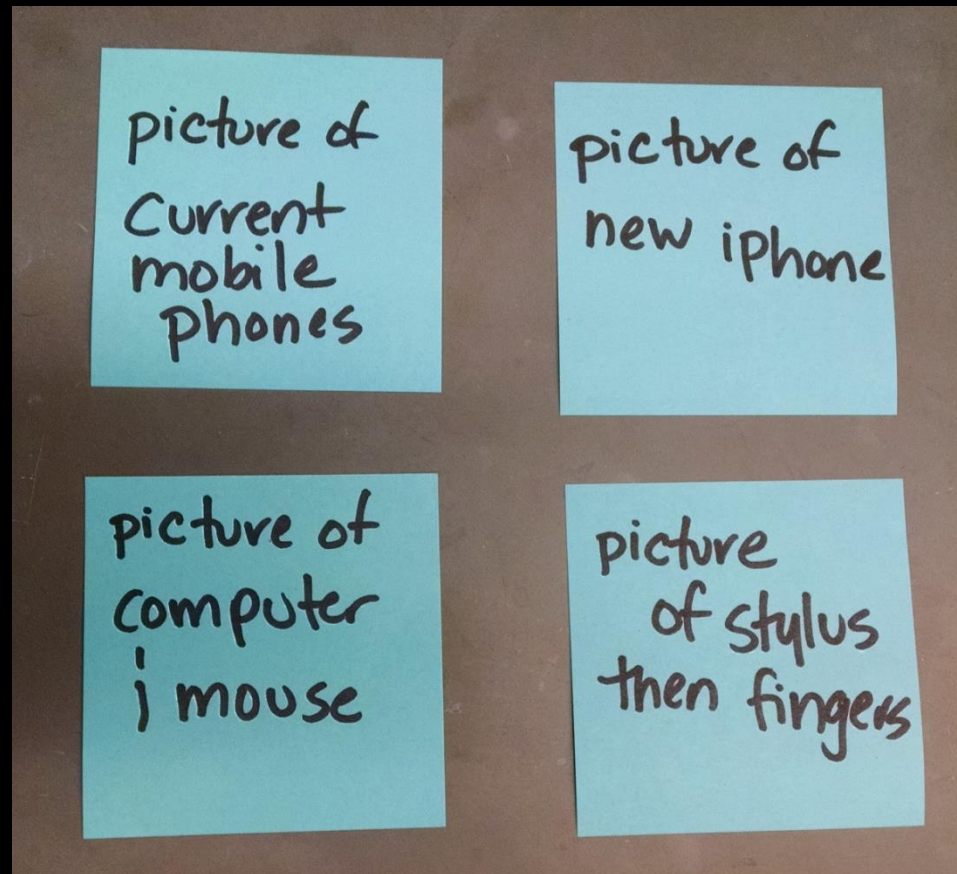
we solved  
UI problems  
in computers

no  
stylus



**Resources to  
illustrate my ideas**

# Resources to illustrate my ideas



# Keep visuals simple



**On your two index  
cards write:**

What is my point?

Why does it matter?

# Do not...

This is not an idea. Please do not write out what you will say on a slide as a script.

Think about the main idea.

Simple point. Not a thesis.

Small ideas are easy to move around. Make a great story not a recitation of your results.

# Let's practice!

**10min**

1min 1<sup>st</sup> person pitch

4min questions

1min 2<sup>nd</sup> person pitch

4min questions

**Switch!**

**How did your pitch  
change?**