

Riding the Elevator of  
Success  
Intermediate Level



**CAPE**

**BREAKOUT CHALLENGES FOR  
DEVELOPING TRANSVERSAL  
SKILLS**

# Riding the Elevator of Success

Intermediate

## 1. Basic Information

**1.1 Title:** Riding the Elevator of Success

### 1.2 Competences addressed

Competence	Thread	Level	Description
Entrepreneurial spirit	Knowledge	Intermediate	Basic knowledge of: -ways to develop an entrepreneurial outlook
Entrepreneurial spirit	Skills	Intermediate	Complete independent research online
Entrepreneurial spirit	Attitudes	Intermediate	Openness to work individually, on their own initiative  Appreciation of an entrepreneurial outlook

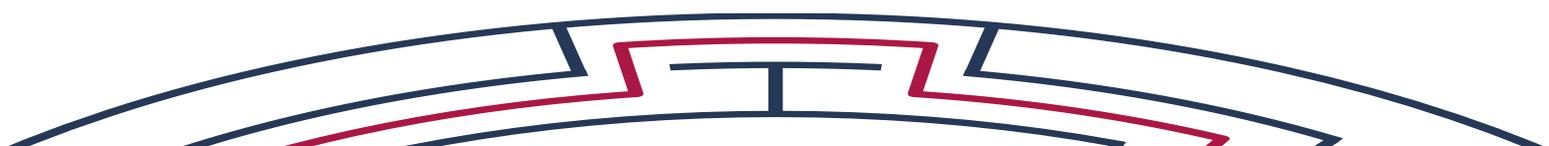
### 1.3 Introduction

We know that setting up a business is a dream for many people, but simply having a good idea is not enough. It requires investment and, most of the time, the entrepreneur does not have enough funds. For that, they have to convince someone to invest in their project. The persuasion of the investor needs to be clear and effective, in order to awaken the interest in their value proposition.

If you could find an investor in an elevator and would only have a minute or less to arouse their interest, would you be ready for this challenge? This situation helps you think of a quick and direct way to present the value and differential of your business. In the world of startups and investors, the term for that is elevator pitch. Therefore, the next challenges will help you understand the importance of a clear, cohesive and simple elevator pitch for new businesses. Good luck!

#### Level

Intermediate



## Cover image



## 2. Challenge Pages

2.1 **Title:** Introducing the Elevator Pitch

### 2.1.2 **Content**

An elevator pitch It is a concise presentation of the company, idea or business opportunity to a client, partner or investor. It is useful both for a business plan presentation to an investor as well as for an unexpected meeting with a potential client in an event or seminar. But why is the elevator pitch so important, especially for new businesses? What are the main characteristics and development stages? Watch the next video and find out. Good luck!

### 2.1.3 **Type**

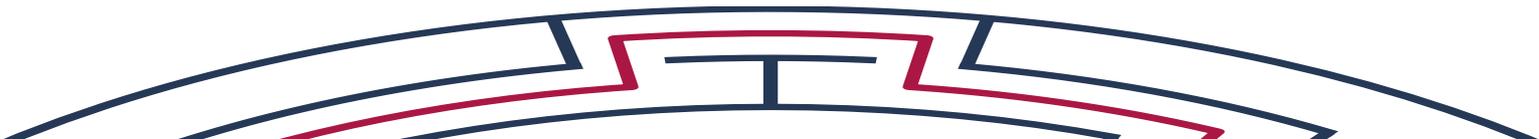
Test page

### 2.1.4 **Attachments**

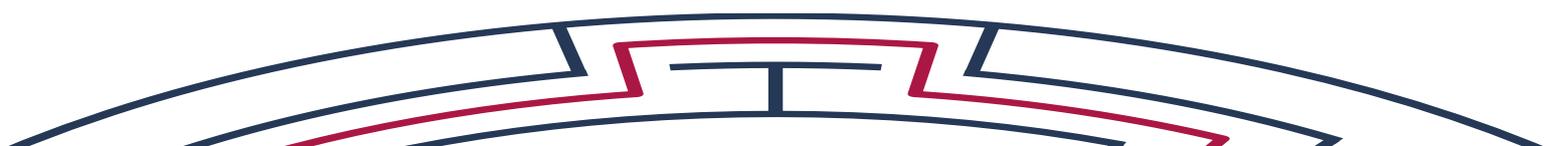
Powtoon video

### 2.1.5 **Page Challenge**

After watching the video, you now have a sense of the importance of a clear and simple elevator pitch to present the business value to an investor. Connect the missing words to the related sentences. If you have any questions, watch the video again and you will find the answers. Good luck!



1. A good exercise to understand the concept of elevator pitch is to try to explain your business in a maximum of \_\_\_\_\_ minutes.  
a) Three  
b) Four  
c) Five  
d) Six
  
2. First, you need to have an idea. Brainstorm on a piece of paper about how you perceive your business. In which \_\_\_\_\_ and segments do you want to perform?  
a) Offer  
b) Markets  
c) Purchases  
d) Trades
  
3. Structure in a clear and cohesive way the ideas and objectives defined in the previous step. Make it clear how \_\_\_\_\_ your idea is and why it deserves to be heard.  
a) Innovative  
b) Traditional  
c) Outdated  
d) Poor
  
4. You also need to think about the \_\_\_\_\_. It could be an allegory or an intriguing question. The important point that holds the attention of the person you're talking to.  
a) Format  
b) Question  
c) Hook  
d) Business
  
5. You need to present your idea in a few minutes, so make sure you convey the message in a straight and \_\_\_\_\_ way.  
a) Confusing  
b) Aggressive  
c) Insecure  
d) Assertive





### 2.1.6 Congratulate the learner

Well done! Shall we move to the next challenge?

### 2.2 Title: *The Main Mistakes to Avoid in an Elevator Pitch*

#### 2.2.1 Content:

How do we know what information is really important and can't be left out? How can we speak clearly without sounding too reckless? How can we ensure that the main pitch purpose will be achieved? The answers to these and other questions will be tackled in the next challenges. But first, you are going to watch a video that highlights the main mistakes to avoid during an elevator pitch. Be aware, you'll need the information from the video shortly. Good luck!

#### 2.2.2. Type: Test page

#### 2.2.3 Attachment(s):

<https://www.youtube.com/watch?v=I8kbzxDiXL8>

#### 2.2.4 Challenge page:

According to the video, what are the main characteristics in an elevator pitch that needs to be avoided?

1. Don't start the conversation with a \_\_\_\_\_

a) High-five

b) Compliment

c) Gift

d) Tribute

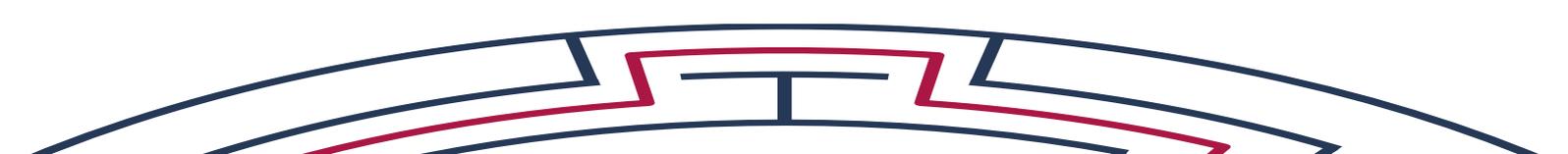
2. Don't recite from a \_\_\_\_\_

a) Smartphone

b) Notecard

c) Ticket

d) Diary





3. Don't use \_\_\_\_\_

a) Proverbs

b) Slang

c) Slogans

d) Expressions

4. Don't be too \_\_\_\_\_

a) Assertive

b) Aggressive

c) Arrogant

d) Pushy

### 2.2.5 Congratulate the learner

Well done! Shall we move to the next challenge?

2.3 **Title:** *The Elevator Pitch Components: can you guess the order?*

#### 2.3.1 **Content:**

An elevator pitch is usually structured in three different phases: the hook, the body and the wrap up.

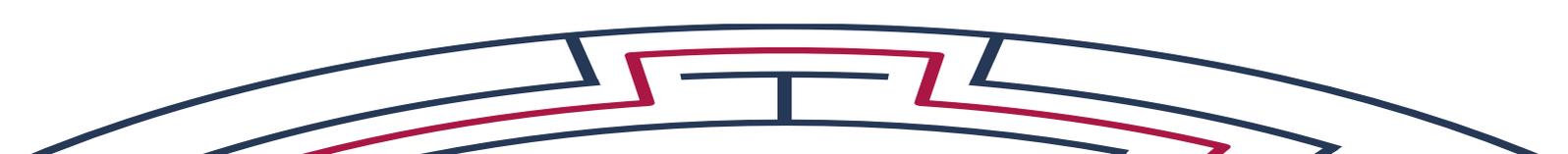
In the **hook**, you could provide a short description of your organisation and enounce your mission statement, to grab the attention of the audience.

The **body** of your pitch usually takes about 30-60 seconds. Here, you must describe the specific impact of your organisation for the market and/or customers/target-groups.

The wrap up usually takes 15-20 seconds. At this phase, you must think of the outcome you would want to receive an investment. In this challenge, we will give you different examples of the pitch structure, and you must identify which phase is presented. Good luck!

2.3.2. **Type:** Test page

2.3.3 **Attachment(s):** N/A





#### 2.3.4 Challenge page:

II) In what phase you must reflect on the following questions: “What differentiates my business from others in the same market? Do I have any interesting impact stories? What am I preparing to accomplish in the future?”

a) the hook (correct answer)

**b) the body**

d) the wrap up

II) At what pitch stage does this statement belong: “We help marginalised communities to become more financially stable with tailor-made professional counselling”?

**a) the hook (correct answer)**

b) the body

c) the wrap up

III) At what stage you should say that you need funding for your business?

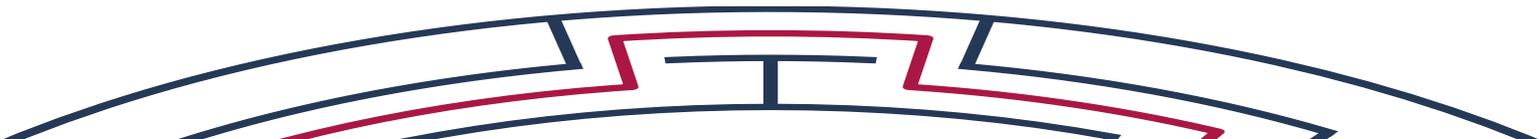
a) The hook

b) The body

**c) The wrap up (correct answer)**

#### 2.3.5 Congratulate the learner

Well done! Shall we move to the next level?





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