

Initial Elevator Pitch Submission

Due Feb 28 by 11:59pm **Points** 1

Submitting a website url, a media recording, or a file upload (Turnitin enabled)

File Types doc, xls, xlsx, docx, ppt, pptx, txt, and pdf **Available** until Feb 28 at 11:59pm

This assignment was locked Feb 28 at 11:59pm.

Teams must submit a short **elevator pitch** for their HBC concept. The pitch should include:

- *the problem that you are addressing and for which customer segments*
- *the value created/pain alleviated*
- *the nature of the solution/business model*
- *the source of your competitive advantage*
- *how you will make money*
- *anything else relevant*

The elevator pitch format should either be a two-page PowerPoint document or a one-minute video.

The purpose of this assignment is ensure you can set out your HBC concept simply, elevating yourselves from the detail. It will be useful in preparation for our second coaching meeting.

