*Elevator Pitch Checklist

What You Need

- Brief innovation description (nonconfidential)
- The problem it solves
- Market potential
- Comparison to existing solutions
- Development stage
- Intellectual property protection status
1. **Protect your idea.** Before talking to industry, contact the Office of Technology Management (OTM) at 412-648-2206 to discuss the use of a Confidential Disclosure Agreement.

2. **Proactively seek opportunities.** Interact with companies at conferences, technology showcases, partnering events, and venture fairs and via publishing papers. Most technology licenses result from innovators’ networking efforts with companies.

3. **Prepare a compelling elevator pitch.** Explain your idea simply in less than a minute. Include the problem it solves and how it’s significantly faster, smaller, cheaper, or more effective than current solutions.

4. **Keep it simple.** Don’t get too technical when discussing your innovation. Never assume that the potential partner will understand such technicalities and concepts.

5. **Show enthusiasm.** It’s your idea and you believe strongly in it. Share that enthusiasm and confidence with others. They expect it.

6. **Find out what they want.** Listen to their needs, desires, and frustrations—which could lead to new opportunities.

7. **Keep marketing materials handy.** An opportunity may arise at any time to discuss your innovation with someone. Be prepared with manuscripts, marketing briefs, articles, etc.

8. **Exchange business cards.** Get their information and promise to follow up with them soon. While they may not be interested in your latest innovation, they may be valuable contacts for future reference.

9. **Keep OTM in the loop.** Share contacts and other information with OTM and its business development arm, the Office of Enterprise Development (OED), which will follow up to develop potential partnering opportunities on your behalf.

10. **Stick with it.** The commercialization process can take considerable time and commitment, which requires patience and perseverance. OTM and OED will support your efforts closely.
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