



## CASE SCENARIO 1

Students are asked to pitch a business plan or a product idea, detailing what it is, its unique selling point, target audience, and why it would succeed. They deliver an Elevator Pitch to 'potential investors' which are their peers, teachers, or guest judges.

The pitch should clearly define the problem or market gap, explain how their product or service addresses it, discuss the target market, and outline a basic business model (how will it make money).

This scenario tests students' creativity, critical thinking, market understanding, and persuasive communication skills. It can also lead to fruitful class discussions about what makes a business idea viable and attractive to investors.



## CASE SCENARIO 2

Students imagine that they are an environmental scientist who has developed an innovative solution for the environmental issue such as plastic waste pollution. However, they need funding and approval from stakeholders like government officials and private investors.

They deliver a 60-second Elevator Pitch to convince these stakeholders (the class and teachers) to support their solution. The pitch should succinctly communicate the problem, describe the proposed solution, and highlight the benefits and impact of this solution on the environment and society.

This exercise not only assesses students' understanding and application of environmental science concepts, but also develops their communication, persuasion, and critical thinking skills. Students must think about science in practical, real-world terms, promoting authentic learning.

For example, in their elevator pitch, a student might propose a new recycling process that can efficiently convert plastic waste into reusable materials. They will need to quickly but effectively communicate the severity of the problem, the mechanics and benefits of their proposed solution, and the positive environmental impact that would come from their solution.

# Redesigning Assessment with Generative AI: Elevator Pitch: Pitching all the way



## INTRODUCTION

The Elevator Pitch involves students briefly yet persuasively presenting their concepts, ideas, or solutions in a limited time frame (usually between 30 seconds to 2 minutes – the average length of an elevator ride).

This approach aims to evaluate the students' abilities in critical thinking, creativity, persuasive communication, and time management.

## RATIONALE

Elevator pitches are a practical way for students to demonstrate their understanding and ability to communicate complex ideas in simple and persuasive language. It encourages brevity, clarity, and impactful communication, highly valued skills in any professional setting.

## HOW DOES IT WORK?

Students develop a concise yet impactful pitch for a topic, idea, or course-related solution. They should explain what the concept or solution is, why it matters, and how it can be used. The pitch is then presented within the allotted time.

### **Assessment criteria can include:**

- Clarity of Idea/Concept - The concept or idea presented is clear and easy to understand.
- Persuasiveness of Argument – The argument(s) made were compelling and convincing.
- Time Management – The student effectively used their time without going over the limit.
- Quality of Presentation – The pitch delivered confidently and clearly. The language used was appropriate and effective.

## BENEFITS & CHALLENGES

### **Benefits**

- Enhances communication skills.
- Promotes critical thinking and creativity.
- Develops confidence and persuasion skills.
- Teaches students to prioritize information.

### **Challenges**

- Time constraints may increase pressure.
- Requires practice to perfect.
- Evaluation may be subjective.
- Needs an audience for effective execution.

