Elevator pitches

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Four sentences

What is the problem?

Why is the problem a problem?

A positive startling statement

The consequences of the positive startling statement
What is the problem?

We can’t …

It is too hard to <do something> ……

It costs too much to …

We want to …

I built …
Why is the problem a problem?

Audience: the person on the street, John’s mother, a politician

Typically:

- money (costs or profit)
- somebody gets hurt
A positive startling statement

If I remember nothing else about your pitch, what do you want me to know?

- What do you do?
- How do you do it?

Don’t be vague; don’t be waffly; don’t “summarize” or “simplify”
Consequences of the startling statement

It needs to **solve** the problem identified in statement 1.

Tip: don’t make your problem “world hunger”
Four sentences

1. What is the problem?
2. Why is the problem a problem?
3. A positive startling statement
4. The consequences of the positive startling statement

Resources:

- **The four sentence abstract**, Kent Beck. In *How to get a paper accepted at OOPSLA, 1993*, [http://goo.gl/Qs5um5](http://goo.gl/Qs5um5)
Thank you!

Tip: don’t ever do this – instead, end on a slide that summarizes the key ideas of your talk.