

# Elevator pitches

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2016-07-28

# 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>
- **Creating an effective poster**, John Wilkes.  
<http://goo.gl/HUVffd>

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

**Thank you!**

