

## Elevator pitch-11022022

30 second talk about your future company (**Why someone would invest in your company**) ... Project Academy Inc. [www.projectacademy.org](http://www.projectacademy.org)

### **Elevator Pitch--- 30 second talk about your future company**

- Problem you are solving
- Goals
- Product/Service you are providing
- Uniqueness
- Market you are serving
- Benefits to the customer base

### Tips for Giving a Persuasive Presentation

When you need to sell an idea at work or in a presentation, how do you do it? Five rhetorical devices can help — Aristotle identified them 2,000 years ago, and masters of persuasion still use them today:

- ***Ethos. Start your talk by establishing your credibility and character. Show your audience that you are committed to the welfare of others, and you will gain their trust.***
- ***Logos. Use data, evidence, and facts to support your pitch.***
- ***Pathos. People are moved to action by how a speaker makes them feel. Wrap your big idea in a story that will elicit an emotional reaction.***
- ***Metaphor. Compare your idea to something that is familiar to your audience. It will help you clarify your argument by making the abstract concrete.***
- ***Brevity. Explain your idea in as few words as possible. People have a limited attention span, so talk about your strongest points first.***

**Introduction**, Who we are... Our team is made up of Bill Wolfson who has worked in high tech engineering and manufacturing and also education. I served in the US Army and have three grow children. Supporting me is a team of advisors who are leaders in HR, manufacturing, finance, engineering and educational program development. We have developed innovative programs such as self-directed work teams in business and educational programs where we connect stories to math and science using



engineering design thinking. Both programs use an ownership mindset to understand your customer and their needs.

Our team believes in making the world a better place by supporting young adults to be successful in the business world as well as life. (that's you). Our uniqueness is integrating life-skills into the project management programs that focus to make you a better and in-demand person.

- **Problem we are solving**

Most students have little understanding of the needs of businesses by their employees. Corporations are looking for employees that have life skills that make them valued employees. This program will provide the skills needed by high school graduates and drop-out to be productive in the work force. Such as; How to look at the person you are talking too, listen to understand, asking questions to better understand, being honest, thinking of how to make things better.

A growing number of students are finding it difficult to manage the complexities of life relating to the interface of society, schools and business.

- **Goals**

Create a non-profit holistic organization to service to serve HS age students (17 to 23 age) to learn college and career readiness skills and be productive citizens in the community.

- **Product/Service we are providing**

Provide a 16-week program that is project based and facilitates learning of soft skills to young adults in the community. Our product involves the business needs as well as the community. . We also provide PD learning to the staff of trade high schools as well as trade organizations.

- **Uniqueness**

The program focuses on teaching life-skills to create a well-rounded individual who will fit into the work environment. It uses the concept of mindset thinking around the following:

- Ownership mindset ... ***Think like an owner***



- Cultural Engineering mindset ... ***Provide engineering like tools to be successful doing a project. (make things better, processes, documentation)***
- Growth mindset... ***Your brain is like a muscle, use it or lose it.***
- Team mindset ... ***To be successful you need to work together & support each other.***
- Brand mindset ... ***Who are you and how do you show it to others.***
- Life skills ... ***Students become cognitively aware of their life skills while doing activities***
- Self-directed learners ... ***Students see the benefits and joy of becoming life-long learners.***

## Market we are serving

The initial market will be the local community organizations that support young adults and non-profit organizations that are services the student populations in the metro-west community. Once funds are secured, so staff can be hire, addition communities will be added.

- **Benefits to the customer base**
- Get students excited about learning (life-long learners).
- Have the reasoning skills to manage in today's society and begin to build a set of skills to use in multiple careers.
- Understand that problems are opportunities. The bigger the problem, the bigger the opportunity.
- Have students better prepared for college or a career.

Complex Problem Solving	Critical thinking	Creativity	Dealing with others	Empathy, Trust, Teamwork
Time management, Listening skills	Judgement & Decision making	Service orientation Customer focus	Negotiation	Social & emotional Learning



## Why choose Project Academy as your partner?

- **Customized:** Our After-School programs are not off-the-shelf, pre-packaged programs. We customize each program to the needs of your specific school and community. We'll conduct needs assessment with teachers, school personnel, and parents to craft a program that really suits your school and meets your goals.
- **Experienced:** As a partner, we bring to the table deep experience in creating and managing high quality school programs for all age ranges, and for students across the learning continuum - We have trained many schools in doing Engineering Lens programs and will do the same for Project Academy.
- **An active partnership:** Typically, Project Academy will partner with your school to identify and train a program coordinator from your own staff, so that the program is truly integrated with your school's culture and curriculum.

