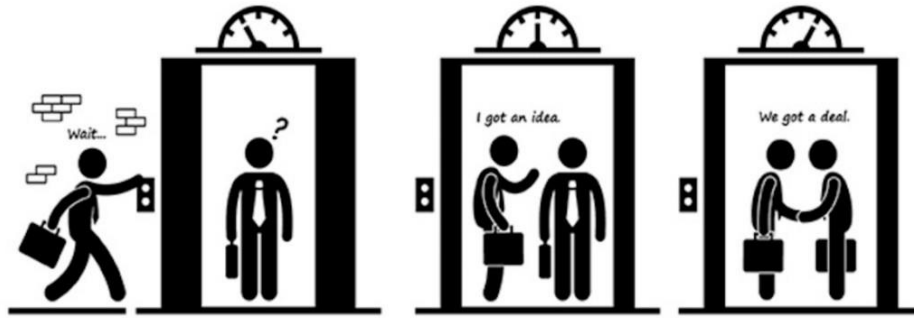


## The Gothenburg EGPRN 'elevator pitch' session

Michael Harris 25<sup>th</sup> April 2025

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Dear EGPRN colleague,

If you have a new research idea, and you won't present it at the Gothenburg EGPRN, why not tell us about it in an 'elevator pitch'?

'Elevator pitches' are usually used to 'sell' a business idea, but here you will have 2 minutes to tell us about your ideas for a new research study.

In this, you will have exactly 2 minutes (the time it takes to go up to the top floor of a large office building in a lift/elevator) to 'pitch' (=tell us about and persuade us to agree to) a research idea that you have had.

Usually, an elevator pitch is about persuading someone to give you a job, or money for a business idea.

- However, in this session we want you to persuade us that your research idea is a good one!

The idea is that the 'elevator pitch' sessions are fast and fun, but also good practice for 'selling' a research idea, and learning how to explain the most important points about it, in a short time.

If this is new to you, there is a short explanation here:

<https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976>.

There are explanations and tips at:

- [https://www.youtube.com/watch?v=y1Y02\\_oZP8U](https://www.youtube.com/watch?v=y1Y02_oZP8U)
- <https://www.cnbc.com/2017/12/05/six-tips-for-perfecting-the-elevator-pitch.html>

Two experienced EGPRN researchers will listen to your 2-minute 'elevator pitch' about your research idea, then they will have 3 minutes to ask you questions and give you feedback.

There will only be time for 5 'elevator pitches', so if you want to do one please let us know, either by email (michaelharris681@btinternet.com), or talk to Hans Thulesius or Pavlo Kolesnyk at the Split meeting. We will accept the first 5 people that tell us they want to do it! We **don't** want an abstract, we don't even need to know the title, all we need is your name.



#### Elevator pitches rules:

- It must be a **new** research idea – please don't tell us about something that you are already doing, or that you have already done.
- You can use notes if you want to, but **don't** use PowerPoint or a poster.
- You will only have **2 minutes** to give us your 'pitch' – if you are still talking then, we will stop you!
- We will give a small prize for the most popular 'elevator pitch' in the meeting, but don't take it too seriously – try to enjoy it.

#### Elevator pitches tips:

- Practice at home, or with colleagues, or in front of a mirror.
- Time your 'pitch' – make sure you can give it in two minutes.
- Speak clearly, and don't rush.
- Smile and let your passion for your research show!

Prof. Michael Harris, UK