Elevator Pitch Builder

For university students and recent graduates

Build a brief introduction that opens a conversation. Begin with who you are, explain your interests, and say what you are exploring. Add one relevant example when it helps the listener understand what you can contribute.

Build your introduction

1. Who you are: name, current course, role or situation.

2. What interests you: a specific field, problem or skill.

3. Evidence of your interest: one brief example from coursework, a project, an internship, a club or volunteering.

4. What you are exploring: a clear direction, followed by a question suited to the listener.

Aim for roughly 30 seconds in an initial conversation. A shorter version may be enough in a busy setting. A 60-second pitch which goes into a bit more detail is outlined in the interview skills section.

Fill in the builder

My name and current situation: _____

My area of interest: _____

A skill I can demonstrate: _____

An example of using it: _____

What I would like to learn or explore: _____

A question for this listener: _____

Draft template

“Hello, I’m [name], a [student or graduate in subject] at [university]. I’m interested in [area]. Through [experience], I developed [relevant skill or insight]. I’m exploring [direction]. [Relevant question]?”

Use your own words. Keep claims accurate and choose details that fit the conversation.

Student example

“Hello, I’m Fatima, a business student interested in event management. I helped organise our university careers panel, coordinating speakers and student registration. I’m exploring how events teams work in the UAE. What skills do you look for in someone starting out?”

Recent graduate example

“Hello, I’m Omar, a recent engineering graduate interested in improving production processes. For my final project, I analysed a workflow and proposed changes to reduce delays. I’m exploring operations roles. How did you get started in this field?”

These are fictional examples. Replace them with your own experience and do not add results you cannot substantiate.

Adapt to the listener

At a conference, end with a question about the session or industry. With an alumnus, ask about the transition from university to work. At a careers event, connect your example to the organisation’s work and ask about suitable entry routes. Keep the core story consistent with your CV and professional profile.

Practise and improve

Say your introduction aloud, time it, and remove details that obscure the main point. Practise with a partner, then ask: What did you remember about me? Was my interest clear? Did my example support it? Was my question easy to answer?

Speak at a natural pace, pause, and give the other person room to respond. Avoid unsupported titles, unexplained acronyms, and memorised delivery.

My revised version

_____

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My practice date: _____