

ELEVATOR PITCH

CREATIVE PARTY GAME



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30 – 90 min



2-10



7+

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THE TECH DECK

Playing cards were created in China in the 9th Century with printing. In 1370, cards came to Europe from Mamluk, Egypt. By 1377, the French used cards with Hearts, Tiles (diamonds), Clovers (clubs) and Pikes (spades). The Tech Deck introduces a modern version of classic playing cards bringing them into the 21st century. The Tech Deck supports any game you could play with classic playing cards and introduces card effects to spice up any game. It is a game platform.

TECH DECK RESOURCES: RULES, VIDEOS

Visit my homepage cheung.interzone.com, Boardgamegeek.com or my Youtube.com channel for rules, watch intro and play guide videos. Tech Deck Games: Tech Grid Poker, Tech City, Tech Exchange, Tech Chess, Gears of Industry.



ELEVATOR PITCH – CONCEPT INTRODUCTION

The elevator pitch describes a brief speech that outlines an idea for a product, service, or project. The speech is delivered in an elevator ride. The elevator pitch should pique the listener's curiosity enough for them want to follow-up. Entrepreneurs use elevator pitches to help obtain startup capital from venture capitalists and angel investors.

OBJECTIVE & WINNING THE GAME

OBJECTIVE OF THE GAME – Players create and deliver elevator pitches to each other using pairs of tech deck cards. Players must deliver a 1 to 3-minute pitch for a new product, service or project in a causal party game setting. Other players get to ask two questions after the pitch is delivered. Play in idea or competitive mode.

GAME END – (Idea mode): Game ends after 10 delivered pitches. (Optional) Continue playing with the remaining cards. (Competitive mode): The winner is the person/team with the most funded companies.

THE DOMAINS (SUITS) OF THE TECH DECK

There are 4 domains (suits) in the TECH DECK:



KNOWLEDGE (BOOK) INFORMATION TECHNOLOGIES

Knowledge is facts and information accumulated by science. It is the theoretical and practical understanding of a subject foundational to science and technology.



SCIENCE (BEAKER) RESEARCH & DEVELOPMENT

Science is organized knowledge with testable explanations. The natural sciences (biology, chemistry, physics) study nature. Social sciences are economics, psychology, and sociology. Formal sciences develop concepts.



TECHNOLOGY (GEAR) INDUSTRY, MANUFACTURING

Technology is the application of scientific knowledge for practical purposes. Engineering is the creative application of science and math to the design and construction of machines, systems, and processes.



SERVICES (GLOBE) NON-GOODS INDUSTRIES, PUBLIC & PROFESSIONAL SERVICES

Services are the integration of knowledge, science and technology to create products to benefit consumers. Service industries include communications, retailing, professional services, and government services.

ELEVATOR PITCH GAME SETUP

- 1 SETUP PLAY AREA** – Shuffle the Tech Deck. Deal out 26 cards from the deck two at a time into the play area as pairs of cards. Determine if you wish to play in *competitive mode* or *idea stimulation mode* (“idea mode”).
- 2 FORM TEAMS** – If playing with more than 5 players, form teams that consist of 2-3 players on each team.
- 3 DETERMINE A FIRST PLAYER/TEAM** – Randomly determine a first player/first team.

ELEVATOR PITCH – PHASES IN A ROUND

The game is played in rounds with these phases that are repeated from Phase 1 to Phase 5 until the game end:

- 1 SELECT A PAIR OF CARDS** – Starting with the first player, all players/teams pick a pair of pairs of cards in the play area.
- 2 THINK OF A COMPANY** – Think of a new company using the selected pair of cards. Create a fictional name. Then, develop an elevator pitch that describes what the company does, differentiators, and how it might change the world. The company must relate the two cards together somehow. There is a 20-minute time limit. Let your imagination run wild. You may not use an existing company. Though, a player/team can make a pitch similar to an existing company.
- 3 ELEVATOR PITCH** – Next, deliver an elevator pitch to the other players. Starting with the first player (or team). Each elevator pitch should be 1 to 2 minutes long and no longer than 3 minutes.
- 4 QUESTIONS** – After the delivery, the other players can ask the presenter any two questions. Such as: What are the other competitors in the field? What prior inventions have there been in this area? What is your competitive advantage? What market differentiator do you have? The presenter can make up any reasonable sounding answer.
- 5 VOTING** – (Competitive mode only): After the question phase, all of the other players can give a thumbs up or thumbs down “funding” to voting on the current elevator pitch. (Idea mode): Skip the voting step.
- 6 GAME END** – (Idea mode): Game ends after 10 delivered pitches. (Optional) Continue playing by setting up with the remaining cards. (Competitive mode): The winner is the person/team with the most funded companies.

EXAMPLE OF PHASES IN THE GAME

Player 2 picks:



... another 10 pairs not shown

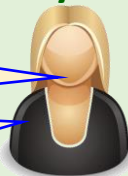
PLAY AREA

- 1 SELECT A PAIR OF CARDS** – Player/Team 1 picks one of the pairs of cards in the play area, in this case the 10-Sci & 7-Knowledge. Then Player/Team 2 picks on of the remaining pairs.
- 2 THINK OF A COMPANY** – Think of a company using the selected pair of cards. Create a name, describe the company does, differentiators, and how it might change the world.
- 3 ELEVATOR PITCH** – Player/Team 1 presents an elevator pitch describing the company they imagined and created to the other player(s) lasting 1-3 minutes.
- 4 QUESTIONS** – After the delivery, the other players can ask the presenter any two questions. Any reasonable answer can be given as a response.
- 5 VOTING** – (Competitive Mode) Players can give a thumbs up or thumbs down to vote on the current elevator pitch.

Player 1



Player 2



CREDITS

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