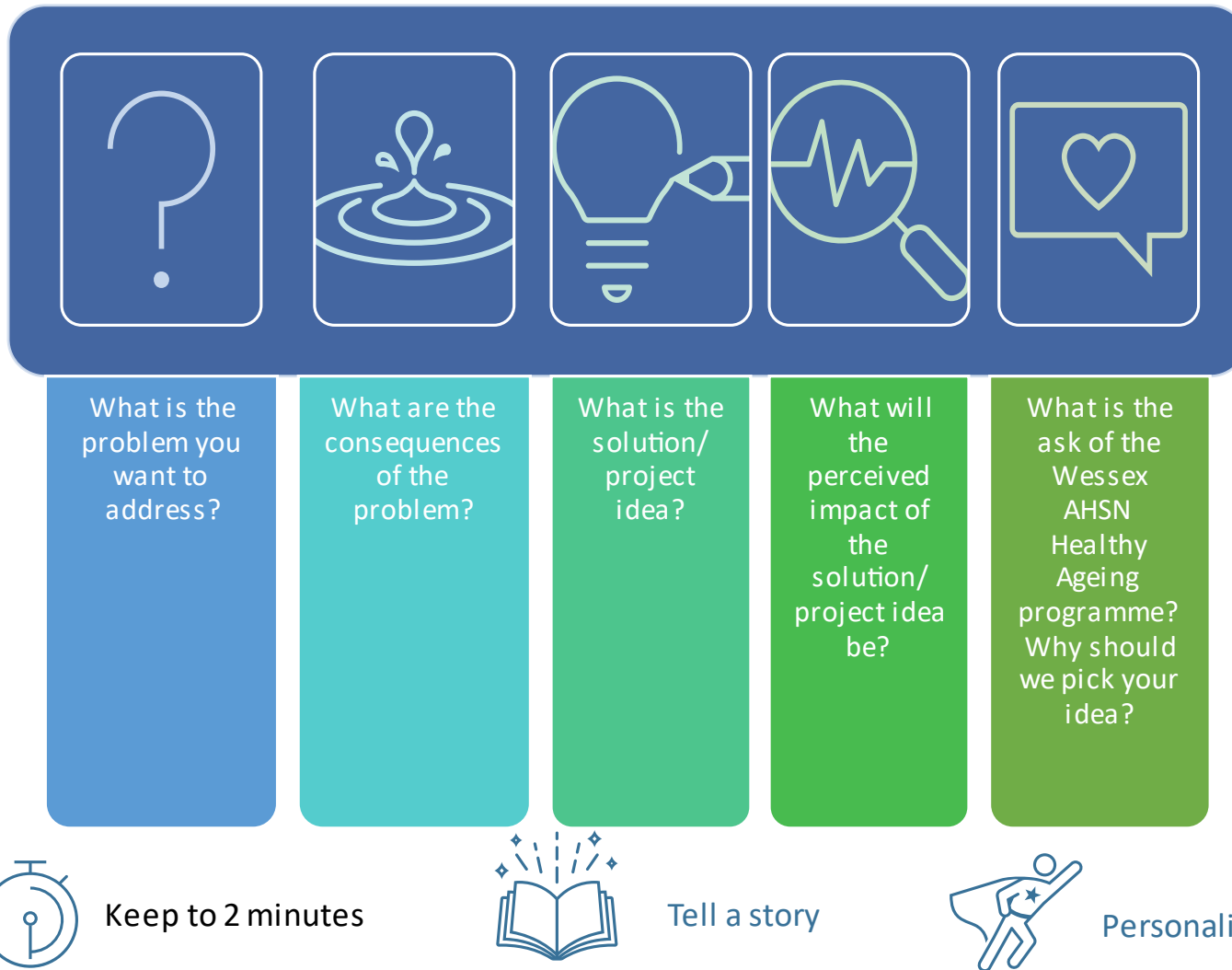


Appendix C:

Elevator pitch hints and tips



Elevator pitch: A 2018 example

