

# **“Elevator pitching is like dating,” CIC’s Tim Rowe tells HarrisCom Workshop**

Tim Rowe, CEO of the Cambridge Innovation Center in Kendall Square, gave a great talk at HarrisCom Group’s recent Pitching for Business Workshop on Feb. 23. Among his main points: “Elevator pitching is like dating:” the goal is to find out if it’s worth spending more time with the person you’re speaking to. Tim is also a venture capitalist and president of the Kendall Square Association in Cambridge, MA.

Here are links to the video and to the blog I wrote on the HarrisCom Web site.

[Link to video](#)

[Link to blog](#)

–Anita M. Harris

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