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Description

In this elevator pitch from MSNBC's "Your Business," Matt Potts of ArchPort Shoes explains why his specially-designed shoes are the perfect place to store stuff at the beach or the pool.

Keywords

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Elevator Pitch: ArchPort Shoes

JJ RAMBERG, anchor:
You go to the beach and you want to get in the water, but where do you put your wallet and your keys and all of your stuff? Well today’s elevator pitcher says if the shoe fits, stick it all in there.

MATT POTTS: Hi I’m Matt Potts, founder and president of ArchPort Footwear. Let me give you my business card.

GUEST JUDGE 1: Thank you.