

Activity | 2 | Developing an Elevator Pitch.

Businnes English 1.

Software Development
Engineering.



TUTOR: Fátima Fernández de Lara Barrón

STUDENT: Carlos Ariel Nicolini

DATE: 03/09/2024

Index

Introduction.....	3
Description.....	4
Justification.....	5
Development	6
• screenshots	6
Conclusion.....	8
References.....	9

Introduction

An Elevator Pitch is a speech or presentation that aims to be impressive, agile, and fast since it must last between 45 seconds and one minute, no more and no less. One of the main characteristics of the Elevator Pitch is that it wants to be clear, concise, and brief.

An effective Elevator Pitch explains how your new business is going to make a difference, but it is not enough to describe it, you have to tell it with direct and realistic messages. Above all, highlight your experience and strengths.

When writing it, the ideal is to use short sentences, with simple structures, agile verbal tenses, and persuasive words.

The basic and summarized idea of the elevator pitch is to condense a message that catches someone's attention in a few seconds or minutes, resulting in an interview or meeting with that person later.

The concept was created around 1980 by Philip B. Crosby. It became popular in business education during the 1980s and 1990s. Today it is widely used in the corporate world as a strategic tool for new businesses. Even the Harvard Business School has covered it extensively on its website to help people create their elevator pitch and evaluate it.

Description

Context:

In the business world, you must be able to communicate quickly and precisely. An elevator pitch is a brief way to introduce yourself, getting across a key point or two, and making a connection with someone.

Activity:

Promote an innovative idea that can help achieve growth and accessibility in your workplace. It can be as simple as asking for resources within a department or proposing a symposium for people who need extra motivation.

Describe it using the Elevator Pitch structure.

Note:

Each part of the structure must be at least 30 words long.

In this exercise, we will apply what we saw about elevator pitches from the previous work. We will do this by requesting Google Doc licenses for the department since we have two licenses and the work coordinated through it makes keeping documentation and follow-ups very dynamic, which allows us to share documentation so that it can be worked on by multiple people.

Justification

In activity two we will apply what we learned about Elevator Pitch from activity 1 and we will have to do our own on a specific situation applying what we learned about the topic. In my case, it is about purchasing licenses for the Google Doc suite to carry out work, follow-ups, and projects with all the personnel in the area and other departments. During the pandemic, 3 licenses for our department helped us carry out the projects in all the different areas. The elevator pitch is about requesting 13 more licenses so that the entire department has that option and can have all the benefits to be more productive in addition to the other benefits that come with them.

I hope that the exercise meets what was requested, it was very entertaining to do it and with a degree of difficulty since I am not fluent in English but it was very educational.

This work was uploaded to the following GitHub link

<https://github.com/CarlosNico/Business-English-I>


Development

Elevator Pitch:

Hello, good morning, my name is Carlos Ariel Nicolini, and I belong to the Windows server management area at Coppel, where we are in charge of the administration of the Windows server operating systems of the company's servers. During the pandemic, we implemented the use of Google Docs to coordinate work, and internal monitoring as with other areas. This tool allowed us to carry out projects efficiently, thanks to shared documents in the cloud.

Currently, we are requesting the acquisition of 13 additional licenses, since we only have 3, and we want the entire team to have this solution for better organization and project monitoring in all shifts. In addition, it guarantees the high availability of information in the cloud, along with its backup, which is key in the event of possible internal contingencies.


I remain at your disposal to review this request.

 Untitled document

Hello, good morning, my name is Carlos Ariel Nicolini, and I belong to the Windows server management area at Coppel, where we are in charge of the administration of the Windows server operating systems of the company's servers. During the pandemic, we implemented the use of Google Docs to coordinate work, and internal monitoring as with other areas. This tool allowed us to carry out projects efficiently, thanks to shared documents in the cloud.

Currently, we are requesting the acquisition of 13 additional licenses, since we only have 3, and we want the entire team to have this solution for better organization and project monitoring in all shifts. In addition, it guarantees the high availability of information in the cloud, along with its backup, which is key in the event of possible internal contingencies.

I remain at your disposal to review this request.




Review suggestions ²


Correctness

Clarity

Engagement

Delivery

 Pro suggestions ⁷

 Remove the phrase
the use of

Hide assistant >>

86


Overall score

See performance >

Goals

Adjust goals >

Generative AI



Conclusion

Learning, mastering and correctly using a good elevator pitch in today's business world can mean the difference in getting a job, a project, or negotiations. It is a fundamental tool to be able to capture attention with a short, concise speech that captures the interest of our interlocutors and will bring many benefits.

It is a simple process but one that must be exercised and prepared before its presentation, so that the message is clear and strong.

I hope that I have achieved a good elevator pitch for this task and I hope to be able to continue practicing with it in my daily life since it is very useful for me to master it, which I could use in the daily meetings that occur at work and with both clients and service providers (whether internal or external).

Thank you teacher for your guide and explanations that made my work very simple and understandable.

This work was uploaded to the following GitHub link

<https://github.com/CarlosNico/Business-English-I>

References

- Formación, N. (n.d.). *LA IMPORTANCIA DEL INGLÉS PARA EMPRESAS*. Nascor Formación. Retrieved September 9, 2024, from <https://nascorformacion.com/entrada/la-importancia-del-ingles-para-empresas>
- Laporta, A. (2020, December 29). *Elevator pitch: qué es y claves para elaborarlo paso a paso*. APD España; APD. <https://www.apd.es/que-es-elevator-pitch-y-como-elaborarlo/>
- Asana. (2024, February 2). *Guía del elevator pitch perfecto con ejemplos prácticos y plantilla*. Asana. <https://asana.com/es/resources/elevator-pitch-examples>
- Wikipedia contributors. (n.d.). *Elevator pitch*. Wikipedia, The Free Encyclopedia. https://es.wikipedia.org/w/index.php?title=Elevator_pitch&oldid=157881702