

**Activity [3] – [Presenting Elevator Pitch]**

**[Business English I]**

**Engineering in Software Development**

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## Introduction

Throughout the previous activities, we have explored the concept, recommendations, structure, and importance of the "elevator pitch" in the field of business. As highlighted, a good "elevator pitch" lays the foundation for arousing people's interest in our idea, product, or service in the shortest possible time, providing enough information for proper understanding, but not too much to keep the public from losing interest.

It is crucial to identify the key parts of the idea that we want to expose and know the target audience to understand their needs, as well as to determine how best to persuade them to invest or choose that idea. In this sense, effective persuasion becomes a key element for success.

Now, in this final project, it is time to take advantage of the knowledge acquired and expose a functional, clear, and concise "elevator pitch". To achieve this, we will follow the above recommendations, paying special attention to the structure and steps of this fundamental technique. In conclusion, we will be able to recognize the difference between an efficient "elevator pitch" and one that does not add value to the idea we need to present.

## Description

Today, direct communication plays a crucial role, so the ability to create a short speech becomes critical. We never know when we will meet a potential client or investor, so it is imperative to clearly express who we are, what we do, and for whom we do it. In this context, we have a powerful tool in the business world: the "elevator pitch". This speech or presentation seeks to be impactful, agile, and fast, not having to exceed a minute in length. Its goal is to persuade the recipient of the message and connect emotionally with the idea we want to share.

For the final project, we will use the pre-prepared "elevator pitch" and present it to potential investors or customers through a recording application. It is essential to ensure that the recording does not exceed a minute and a half and take care of the quality when uploading it to Google Drive. This approach will ensure an effective and professional presentation, maximizing the impact of the message.

## Justification

The "elevator pitch" is defined as a short verbal presentation that makes it possible to effectively summarize and communicate a business idea, product, or service. Its main objective is to capture the attention of the audience and leave a memorable and positive impression. In a world full of distractions, a well-crafted "elevator pitch" is shown as the best strategy to attract potential customers or investors, allowing ideas to be expressed clearly and concisely.

When writing the "elevator pitch", it is advisable to use short sentences, simple structures, efficient verb times, and, above all, uses persuasive words. In addition, it is crucial to question what differentiates us from the competition since this short presentation must stand out and draw attention. As we present our "elevator pitch," let's remember that the way we communicate stories will determine the influence we have on the audience. Therefore, we must work on the ability to create memory, being the most effective way through our brand.

## Development

Good afternoon. My name is Kathya Dominguez and I work at Coppel Human Resources. I manage everything related to the people who work in the company including recruitment, selection, welcome, promotion, and payroll. Did you know that I oversaw recruiting 30 people for a seasonal position in less than a week? This allowed the company to have its full staff and the people who were hired to have a job for the holiday season. I have been working in Coppel for seven years, I was a promoter of Afore Coppel and I got one of the first places in the region for joining more than ninety people in a month. As you can see I am a person who likes to fulfill his goals, currently I have vacancies for cargo drivers but it has been difficult to obtain candidates for the requirements that are requested, so I need more economic resources to publish the vacancy in media, investing your resources will get different benefits since your staff will be filled in less time which means a greater profit for the company. If you are interested in learning about the company, you can contact me on the number 5632091600, hope you call, have an excellent afternoon.

Access

[https://drive.google.com/drive/folders/1v9MQjIvhKcnMjCKXGGvNvwWjPN3BSXi-  
?usp=sharing](https://drive.google.com/drive/folders/1v9MQjIvhKcnMjCKXGGvNvwWjPN3BSXi-?usp=sharing)

## Conclusions

During the development of activities in this area, we have appreciated the relevance of the elevator pitch as a fundamental tool. This short speech, intended to communicate the essence of a project, service, or product, aims to quickly capture the attention of potential customers or investors, thus generating a lasting impression. To achieve this, it is crucial to summarize essential ideas, organize them effectively, and attractively present them.

Due to its great utility, the elevator pitch is applicable in several areas, highlighting its usefulness in human resources. In this context, where creating a positive impression as a future employee or employer is crucial, having prepared our personal or work elevator pitch becomes a fundamental element to taking advantage of the opportunities that arise.

In short, the elevator pitch is an infallible technique that enables us to share concisely and persuasively who we are and what we represent. It not only allows us to summarize our ideas but also enables us to highlight our strengths and present effective solutions to the needs of our audience.

**Link by GitHub:** <https://github.com/KathyaCh/ProyectoFinalElevatorPitch.git>



## References

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