

**Final Project – [Presenting Elevator Pitch] [Inglish for Business I]**

**Software Development Engineering**

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**Introducción**

“Elevator Pitch” is an Anglicism that translates to “Elevator Ride.” This technique is useful for attracting investors and clients since candidates’ time is limited, much like an elevator ride. It’s important to make the most of the presentation time by following a structured approach.

The best way is to have your speech prepared and rehearsed, as we need to connect with the company in a short period. Mastering this technique allows us to naturally convey and communicate the idea of our background and experience, thus enhancing our prospects in the business world, as it’s used by companies to assess potential candidates. Merely explaining an Elevator Pitch is not enough; it must be delivered with direct and realistic messages. Having one prepared is crucial because you never know when you might encounter a key entrepreneur or client in the future. This speech or presentation should be impactful, concise, and swift, lasting between 45 seconds to 1 minute, delivering clarity and brevity.

In the words of American presenter, producer, and writer Daniel Pink, “The goal is not to move others to adopt your idea but to offer something so compelling that it initiates a conversation.” Ideally, use short phrases, simple structures, agile verb tenses, and persuasive words.

Remember that the way we communicate determines the influence we have on people. Your brief speech needs to grab attention. Reevaluate what you can contribute and what sets you apart. Having a clear understanding of this technique is essential to create a successful speech.

**Description**

In business, various growth techniques have been developed. In this case, we will be working with the company Coppel in the area of statement printing. The company faces an issue with the production and sealing of documents. Approximately 1,000,000 statements are sent to the printing center. These statements are first printed on high-production machines, then taken to the sealing area for enveloping and packaging. The problem arises when they are sent to the supplier responsible for verifying that every single document has been sent. However, the boxes stored should contain 1,000 envelopes each, but sometimes they have fewer or more envelopes, so any excess or shortage is counted as a discrepancy.

The software engineer suggests to the manager that he request his department to create specialized software tailored to their needs. Their main concern is the incorrect counting of envelopes containing the statements. This software will be designed to be installed on the sealing and packaging machine for the documents. It will allow the machine operator to set an order for the machine to pause every 1,000 envelopes since the machines currently lack this function. Implementing this improvement is expected to have a positive impact on the overall performance of the printing center.

**Justification**

The “Elevator Pitch” is like a quick business card for your idea. Imagine you have just a few seconds to convince someone that your idea is great. Well, that’s what the Elevator Pitch does. And why it’s so important in the business world, especially in English, is because:

\*Saves time: In a world where everyone is busy, a good Elevator Pitch lets you tell your story in very little time. You can capture the attention of investors or customers in the blink of an eye.

\*Connects you with the world: English is like the universal language of business. Knowing how to present your idea in English means you can talk to people from all over the world, which can open many doors.

\*Helps make friends: It’s not just about selling something; it’s about creating a connection. A good Elevator Pitch doesn’t just explain your idea; it makes people want to hear more from you.

\*Shows you’re professional: If you can present your idea effectively, people will think you’re serious and competent. That can lead to job opportunities or collaborations.

\*Useful in many situations: It’s not only useful with investors. You can use it at trade shows, conferences, or job interviews. It’s a valuable tool in any business situation.

In summary, the Elevator Pitch in English is like a superpower that helps you connect with others, sell your idea, and open doors in the business world. It’s a tool that everyone should have in their business arsenal.

**Elevator Pitch (Audio has been recorded)**

Good afternoon, Manager. I am the software engineer Eduardo Padilla.

I am aware of the issues that have arisen in the printing center due to irregular results in the numbers when they are counted by the suppliers responsible for reviewing the product and the constant warnings from the general administrators of the pension fund service, to whom the production of the account statements is provided.

Therefore, I propose an innovative solution for your document sealing machinery, which will allow standardizing your processes. This solution mainly consists of specialized software that is compatible with your environment and the ecosystem of your document sealers. Its primary function will be to enable programming a counter that stops precisely after a certain number of envelopes set by the operator, in an easy and accessible manner.

To obtain this service, you will need to generate a report with the individuals responsible for financing and authorizing software created specifically for your needs, thus allowing my department to receive the order to program this project.

I invite you to consider this proposal, and I also provide my phone number in case you have any questions or suggestions so that we can clarify them directly. Thank you for your attention.

Link audio (Elevator Pitch)

**Conclusion**

In summary, the “Elevator Pitch” is like the magic key to unlock opportunities in the business world. Imagine being able to present your idea or project briefly and persuasively, anytime, anywhere. This not only saves time but also allows you to connect with people from all around the world, as English is the universal business language.

What’s remarkable is that it’s not just about selling; it’s about building relationships. A good Elevator Pitch not only piques interest but also creates a genuine connection with your audience. This can open doors to job opportunities, fruitful collaborations, and valuable investments. And the best part is that this skill isn’t limited to a specific situation; you can use it at trade shows, conferences, job interviews, or any business context. It’s like a wildcard in your skillset, ready to make a difference when you need it most.

So, if you want to enhance your career prospects and stand out in the business world, learning and mastering the Elevator Pitch in English is a smart move. It’s like having a powerful tool that helps you open doors and build strong relationships, and that, ultimately, can take your career or business to the next level. So, go ahead, work on your Elevator Pitch, and get ready to soar in the business world.