

Activethis |1| What is an Elevator Pitch?.

Business English I.

Software Development Engineering.



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Introduction.

In this first activity of the Business English I subject, we plan to investigate the Elevator Pitch, its structure, main elements, and importance for business. In the business world, an elevator speech refers to a speech or presentation that aims to be agile, fast, and impactful to attract one or more potential clients to whom you convey that it is worth requesting the services or products they represent. To your business, this should occur in a period of 30 to 60 seconds where you should make yourself known, your solution and products known briefly and concisely in your speech. The objective is to persuade and reach the recipient or client, transmitting the idea or story described in the presented speech. Having said the above, this research will be reviewed by the subject's teacher who will grant the classification to continue a career as a Software Developer Engineer.

Description.

In this number one activity of the Business English I subject, we will conduct research and document: The material context of the subject, research and write about the main elements of an elevator speech, its structure, and its importance in the business English environment.

What is an elevator speech? It's a speech or presentation that aims to be impressive, agile, and fast since it must last between 30 seconds and one minute, no more and no less. It has a basic structure of 5 steps and 3 questions. Steps: 1.-Problem, 2.-Solution, 3.-Competition, 4.-Differentiator and 5.-Closure. Of which we will add two questions: Who are you and what do you do? What needs do you solve and what solutions do you offer? Additionally, we can use the elevator speech formula: Who I am + verb + recipient + problem + result + objective. All this information helps us create the document requested by activity one of the current subjects.

Justification.

In this activity we will work with the investigation and documentation of an elevator speech that aims to capture the client and tell them in a brief, agile, and concise way what it is that you offer, what your value proposition is, and how to solve their problems, using all your creativity and information. the investigation and writing about the main elements of an elevator speech, its structure, and its importance in the business English environment.

In the business world, you must be able to communicate quickly and accurately. Speech is a short way to introduce yourself, convey one or two key points, and make a connection with someone. The requirements of the speech are the following:

- PDF of this activity in the GitHub portfolio.
- Anexa GitHub link in a document.
- Use the web tool Grammarly.
- Apply any tool that has the required functionalities to meet the objective of this activity.

Development:

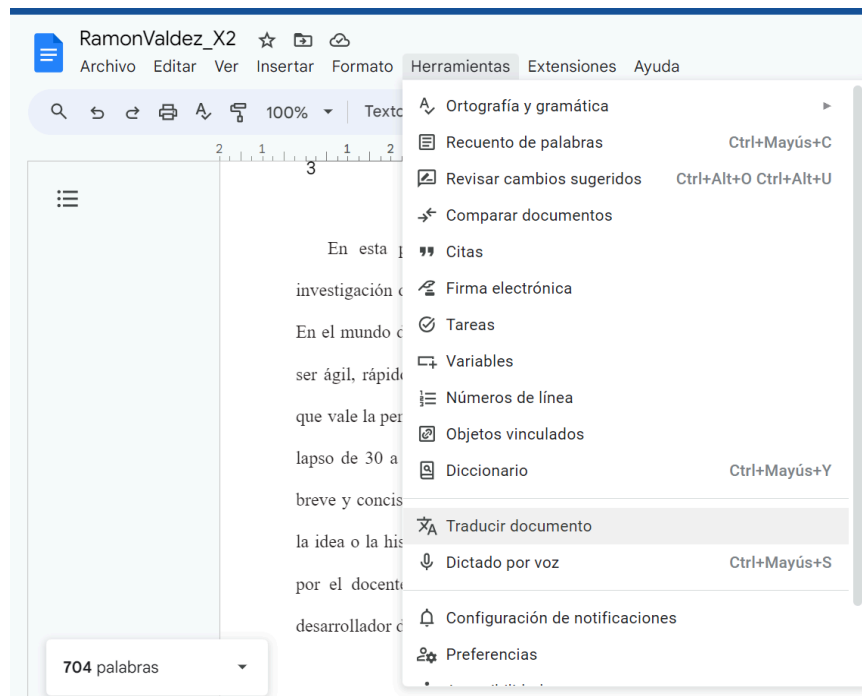
At this point we will carry out the development of the investigation and documentation of the elevator speech, the screenshot of the evidence screens of the translation into English will be taken using the native word translator and the web tool Grammarly to correct the grammar of what was translated with the word we will continue with the evidence screens in the next point of the activity of the subject Business English I.

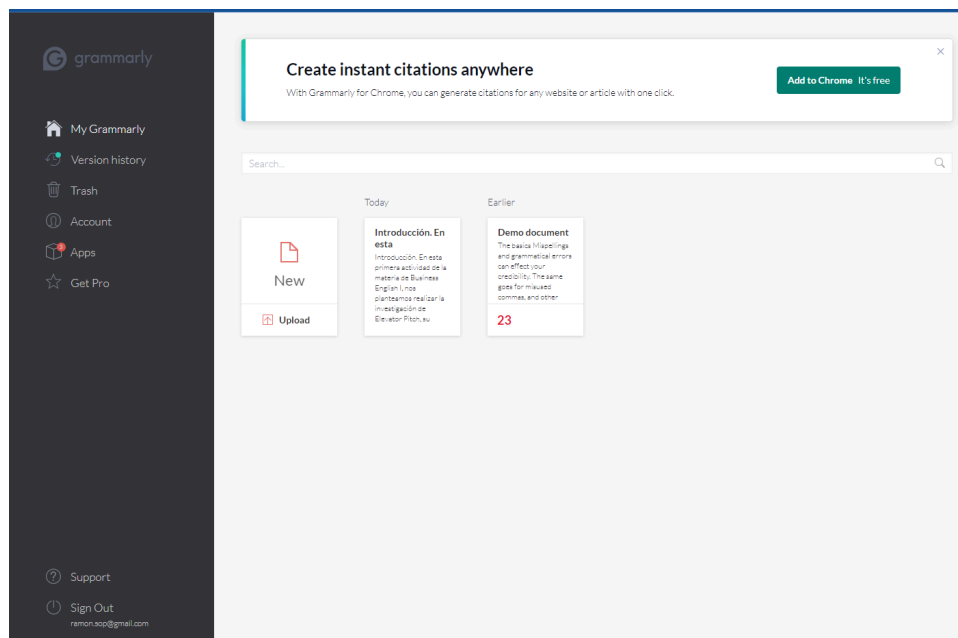
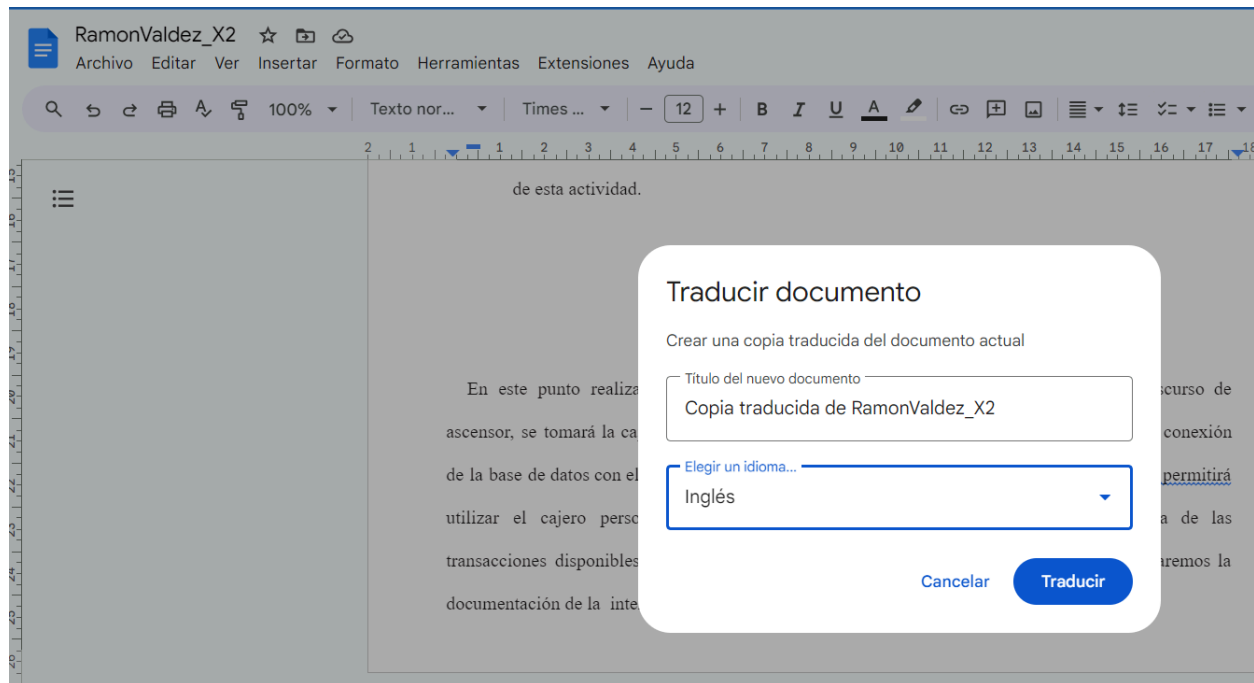
Link: GitHub

Screenshots.

At this point, we will attach the screens of the English translation activity taken for the activity in courses of the subject Business English I.

Screenshots





Untitled document

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B I U H1 H2 | | | | |

155 words

Review suggestions 4

Correctness Clarity Engagement Delivery

Pro suggestions 4

Clarity - Replace the phrase

...we plan to **carry out the investigation of investigate** the Elevator...

Accept Dismiss

Change the wording in a brief and concise manner

Change the wording teacher of the subject

Check for plagiarism and AI text

Untitled document

In this number one activity of the Business English I subject, we will conduct research and document: The material context of the subject, research and write about the main elements of an elevator speech, its structure, and its importance in the business English environment. What is an elevator speech? It's a speech or presentation that aims to be impressive, agile, and fast since it must last between 30 seconds and one minute, no more and no less. It has a basic structure of 5 steps and 3 questions. Steps: 1.-Problem, 2.-Solution, 3.-Competition, 4.-Differentiator and 5.-Closure. Of which we will add two questions: Who are you and what do you do? What needs do you solve and what solutions do you offer? additionally, we can use the elevator speech formula: Who I am + verb + recipient + problem + result + objective. All this information helps us create the document requested by activity one of the current subjects.

B I U H1 H2 | | | | |

158 words

Review suggestion 1

Correctness Clarity Engagement Delivery

We found 7 more ways to improve your text with Pro. Upgrade for unlimited access.

4 Punctuation

2 Conventions

1 Conciseness

Get Pro Dismiss

Check for plagiarism and AI text

Untitled document

In this activity we will work with the investigation and documentation of an elevator speech that aims to capture the client and tell them in a brief, agile, and concise way what it is that you offer, what your value proposition is, and how to solve their problems, using all your creativity and information. the investigation and writing about the main elements of an elevator speech, its structure, and its importance in the business English environment.

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151 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

We found 7 more ways to improve your text with Pro. Upgrade for unlimited access.

4 Punctuation

2 Conventions

1 Conciseness

Get Pro

Dismiss

Check for plagiarism and AI text

Untitled document

At this point, we will attach the screens of the English translation activity taken for the activity in courses of the subject Business English I.

25 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

We found 7 more ways to improve your text with Pro. Upgrade for unlimited access.

4 Punctuation

2 Conventions

1 Conciseness

Get Pro

Dismiss

Check for plagiarism and AI text

The screenshot shows a document editor interface. The main text area contains a paragraph starting with "In conclusion: The elevator pitch emerges as an essential tool in the arsenal of any professional in the business field. Its relevance transcends a presentation of ideas, becoming a fundamental bridge for creating opportunities, capturing interest, and establishing meaningful connections in a world where time is a scarce and valuable resource. One of the main characteristics is that it must be clear, concise, and brief. This attracts clients with your creativity, clarity, and charisma, making the speech natural and convincing, thus conquering the people to whom the elevator speech is directed. All these attitudes are to increase the possibilities of success, this activity is a bit tedious since translating into English is required to obtain the qualification of the teacher of Business English I subject and thus be able to continue with the activities of the IDS degree." The text is formatted with bold, italic, and underline options visible in the toolbar. A sidebar on the right titled "Review suggestion" shows a "Correctness" tab selected, with a list of suggestions: "Clarity", "Punctuation", and "Conciseness". A "Get Pro" button and a "Dismiss" link are also present. At the bottom, there is a "Check for plagiarism and AI text" button.

Conclusion.

In conclusion: The elevator pitch emerges as an essential tool in the arsenal of any professional in the business field. Its relevance transcends a presentation of ideas, becoming a fundamental bridge for creating opportunities, capturing interest, and establishing meaningful connections in a world where time is a scarce and valuable resource. One of the main characteristics is that it must be clear, concise, and brief. This attracts clients with your creativity, clarity, and charisma, making the speech natural and convincing, thus conquering the people to whom the elevator speech is directed. All these skills are to increase the possibilities of success, this activity is a bit tedious since translating into English is required to obtain the qualification of the teacher of Business English I subject and thus be able to continue with the activities of the IDS degree.

References.

Laporta, A. (2020, December 29). *Elevator pitch: what it is and keys to developing it step by step*. APD Spain; APD.

<https://www.apd.es/que-es-elevator-pitch-y-como-elaborarlo/>

Obando, R. (2024, March 14). *Elevator pitch: 12 inspiring examples to create yours*.

Hubspot.es. <https://blog.hubspot.es/sales/elevator-pitch>