

Activethis |1| What is an Elevator Pitch?.

Business English I.

Software Development Engineering.



TUTOR: Fátima Fernández de Lara Barrón.

STUDENT: Ramón Ernesto Valdez Felix.

DATE: 02/09/2024.

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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 word we will continue with the evidence screens in the next point of the activity of the Business English I subject, additional information is attached on the steps and key points for creating an elevator speech.

Link: [GitHub](#)

In this table, we will present the steps and description for creating an elevator speech as additional and important information for documentation.

Steps and description of how to do the elevator speech.	
Step 1: Define your audience aim.	To prepare your elevator speech, the first thing is to define the ideal buyer or client of your brand, detailing their characteristics, interests, and demographic data. It is even recommended to name it, choose an image that represents you and describe what your daily life is like and what challenges you face.
Step 2: Identify the problem.	At this point it is necessary to do an in-depth investigation of your audience. A very useful starting point can be to locate communities on the internet and social networks made up of people from your target audience and analyze their conversations. If possible, you can also complement this work with personal interviews to analyze specific cases in greater depth. This research will help you better focus your idea and will also provide you with quotes and data that you can incorporate into your elevator pitch.
Step 3: Develop your solution.	You already have one solution that fits the needs of your target audience, now you have to be able to convey it in a way that its value is clear to both investors and potential clients. And the challenge here is to concisely express what you bring and what distinguishes you from similar solutions. You must focus on the benefits for your potential clients.
Step 4: Write your message.	You now have all the information you need to elaborate your elevator pitch. Now, you have to condense it into a speech of less than a minute that summarizes all the important points and? despised and the interest of your audience.

In this table we will present the key points and description for the creation of an elevator speech as additional and important information for documentation.

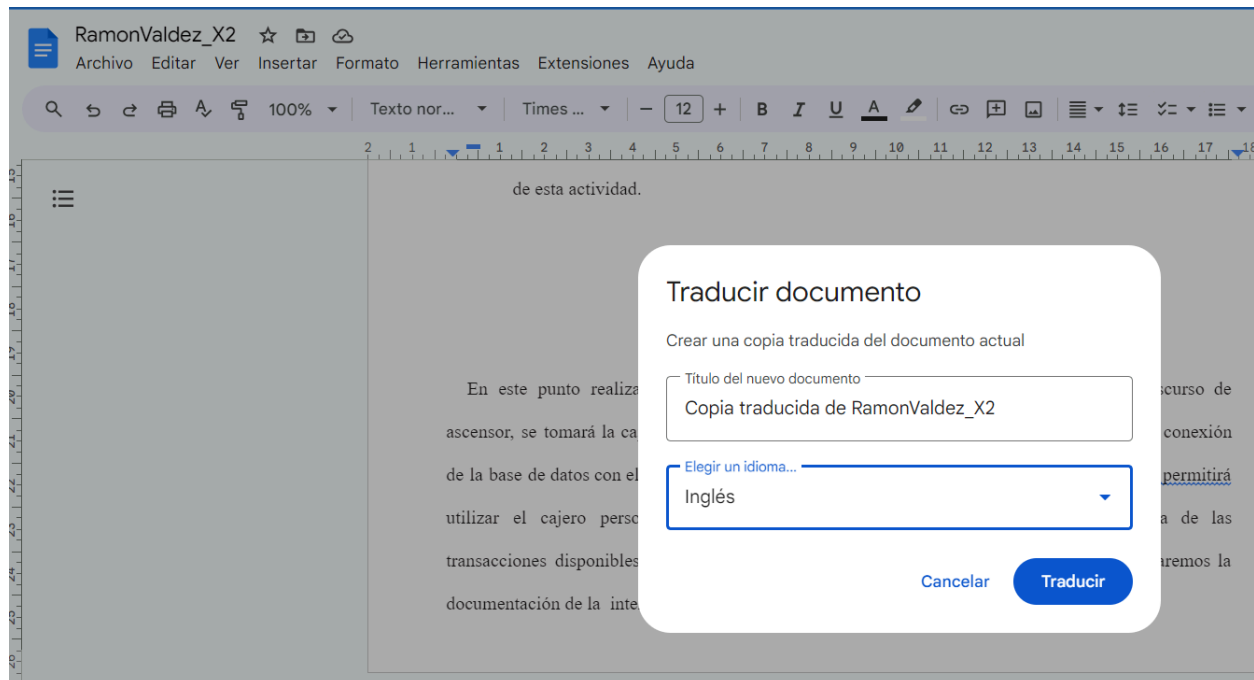
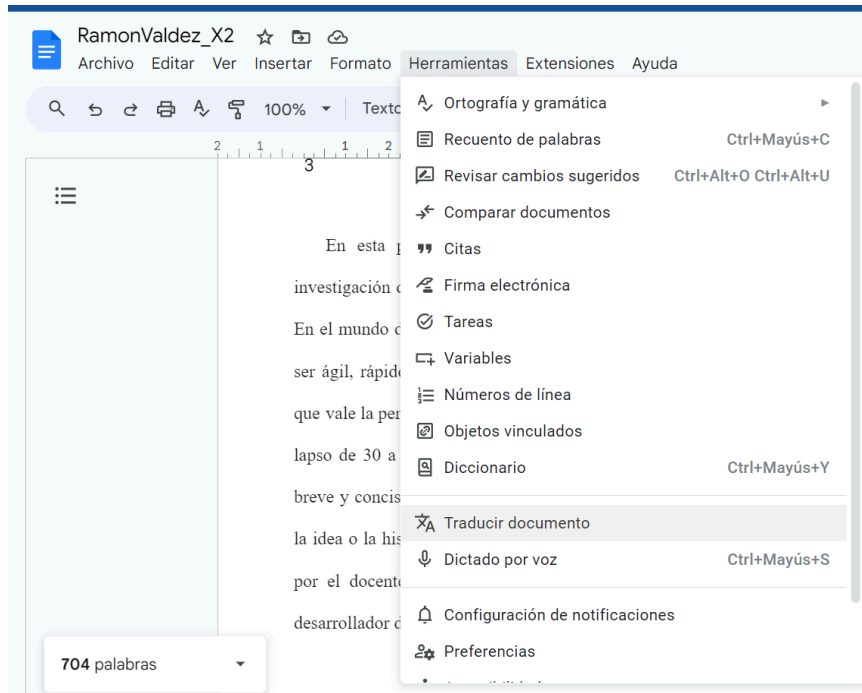
Key points of an elevator speech and their description.	
Key positions:	Description.
Know your company and your target audience:	<p>Before creating your elevator pitch, make sure you create a business plan.</p> <p>In your business plan, establish what you plan to offer, who you would hire, and other vital details to create your business. Not to mention that you carry out market research, so we develop a deep understanding of who your target market is.</p>
Know your goal:	<p>What do you want to get with your speech elevator? Want to find a cofounder, get a new client, or sell your products to a large company? The possibilities are numerous. And not everyone will create the same type of elevator pitch, as they may not serve the same purpose.</p>
Describe briefly your company:	<p>In your elevator speech, Summarize your business in one or two sentences. Although it may seem difficult to keep your elevator pitch brief, especially if you've been in business for a while, it is possible.</p> <p>Think about what your company does or offers. Even if the concept of your products or offers is technical, avoid technical jargon. Describe it in one way that almost any adult can understand what you do and provide.</p>
Explain why your business is unique:	<p>You have competition there out that you are trying to get business in your niche. You have to find a way to stand out. Think about what sets your company apart. Why is your product or service better? Is it your customer service or the product itself?</p> <p>Whenever you go to networking events, meet new people, or even send postal service emails without warning, you have to persuade people to choose you and your company over others. So, be sure to explain why you're different in your elevator pitch.</p>

be positive	And explains everything in one manner positively. If you mention something about your company's difference, explain it in a way that highlights your product or services and does not criticize the competition.
See concise	always read the elevator speech before you start using it with people. You can reduce it and make it more concise. Talk only about the most important points.
I know the solution	HAz that your speech will be a solution to your problem.
Come out strong	At the end of your elevator pitch, you need a solid conclusion that will draw the audience in. public. You could conclude with how your product or service can change people's lives. Or it could include the extent to which becoming your partner could bring prosperity.

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.





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Search...

New

Today

Introducción. En esta

Introducción. En esta primera actividad de la materia de Business English I nos planteamos realizar la investigación de Elevator Pitch, su

Earlier

Demo document

The basic Mappings and grammatical errors can affect your credibility. The same goes for misused commas, and other

23

Untitled document

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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

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155 words

Untitled document

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B *I* U | H1 H2 | | |

158 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- 4 Punctuation
- 2 Conventions
- 1 Conciseness

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Dismiss

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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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B *I* U | H1 H2 | | |

151 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- 2 Conventions
- 1 Conciseness

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In this table, we will present the steps and description for creating an elevator speech as additional and important information for documentation.

B I U H1 H2 | | | | |

109 words



Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- 4 Clarity
- 2 Punctuation
- 1 Grammar
- 1 Vocabulary

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Untitled document

Steps and description of how to do the elevator speech.**Step 1:** Define your audience aim.

To prepare your elevator speech, the first thing is define the buyer ideal person or client of your brand, detailing their characteristics, interests, demographic data. It is even recommended to name it, choose an image that represents you and describe what your daily life is like and what challenges you face.

Step 2: Identify the problem.

At this point it is necessary to do an in-depth investigation of your audience. A very useful starting point can be to locate communities on the internet and social networks made up of people from your target audience and analyze their conversations. If possible, you can also complement this work with personal interviews to analyze specific cases in greater depth. This research will help you better focus your idea and will also provide you with quotes and data that you can incorporate into your elevator pitch.

Step 3: Develop your solution.

You already have one solution that fits the needs of your target audience, now you have to be able to convey it in a way that its value is clear to both investors and potential clients. ANDThe challenge here is to

B I U H1 H2 | | | | |

271 words



Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- 3 Clarity
- 3 Punctuation
- 2 Vocabulary
- 3 Grammar and more

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Atrás

Reenviar

Volver a cargar

Guardar como...

Imprimir...

Transmitir...

Buscar imágenes con...

Enviar a tus dispositivos

Crear un código QR para...

Traducir al español

Abrir en modo de lectura

Ver código fuente de este...

Inspeccionar

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Key points of an elevator speech and their description.

Key positions: **Description.**

Know your company and your target audience:

Before creating your elevator pitch, make sure you create a business plan.

In your business plan, establish what you plan to offer, who you would hire, and other vital details to create your business. Not to mention that you carry out market research, so we develop a deep understanding of who your target market is.

Know your goal:

What do you want to get with your speech elevator? Want to find a cofounder, get a new client, or sell your products to a large company? The possibilities are numerous. And not everyone will create the same type of elevator pitch, as they may not serve the same purpose.

Describe briefly your company:

In your elevator speech, Summarize your business in one or two sentences. Although it may seem difficult to keep your elevator pitch brief, especially if you've been in business for a while, it is possible. Think about what your company does or offers. Even if the concept of your products or offers is technical, avoid technical jargon. Describe it in one way that almost any adult can understand what you do and provide.

Explain why your business is unique:

B I U H1 H2 | | | | 427 words

Review suggestions 9

Correctness

Clarity

Engagement

Delivery

Pro suggestions 12

Change the wording have to

Remove the phrase be sure to

Rephrase one

Choose a synonym explain

Rephrase before elevator

Change the wording that will

Remove the phrase with

Change the wording the extent to which

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Hide assistant >>

93

Overall score

See performance >

Goals

Adjust goals >

Generative AI

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Untitled document

And explains everything in one manner positively. If you mention something about your company's difference, explain it in a way that highlights your product or services and does not criticize the competition. See concise

Always read before elevator speech before you start using it with people. You can reduce it and make it more concise. Talk only about the most important points.

I know the solution

HAz that your speech will be a solution to your problem.

Come out strong

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B I U H1 H2 | | | | 427 words

Review suggestions 9

Correctness

Clarity

Engagement

Delivery

Pro suggestions 12

Change the wording have to

Remove the phrase be sure to

Rephrase one

Choose a synonym explain


Rephrase before elevator

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Remove the phrase with

Change the wording the extent to which

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

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- 2 Conventions
- 1 Conciseness

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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.

138 words

Review suggestion 1

Correctness Clarity Engagement Delivery

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- 2 Clarity
- 2 Punctuation
- 1 Conciseness

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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.

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