

Activethis |2| Developing an Elevator Pitch.

Business English I.

Software Development Engineering.



TUTOR: Fátima Fernández de Lara Barrón.

STUDENT: Ramón Ernesto Valdez Felix.

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Introduction.

In this second activity on the subject of Business English I, we consider developing an elevator pitch, which aims to attract potential investors or clients depending on who it is addressed to, it must be agile, fast, and concise with a duration Minimum of 30 to 60 seconds to address and attract the attention of potential clients and investors. To have a successful elevator speech you must apply the following formula:

Who I am + verb + recipient + problem + result + objective.

In this elevator pitch, we will be talking about a cloud IT manager: who is described as a cloud computing service management technology manager. We will take this as the template designated for the following elevator pitch which will be attached as an example at this point and are broken down later with the elevator pitch made:

Day introduction	Hello, I'm [name], [position] from [company name]. "It's a pleasure to meet you."
The problem	"Since you work in [name of company or sector], I thought you might be interested to know that [problem + interesting statistic]."
The solution:	"The good thing about working at [your company name] is that we have managed to solve that problem with [solution]."
The value proposition:	"In fact, we are the only company that offers [value proposition]."
The call to action:	"I think our solution could be really useful for you. Will you have a few minutes this week so we can talk a little more about the topic?"

In the business world, we must be the attractive proposition for the client or investor, thus having more opportunities for growth and being one of the leading companies in the field of the offer presented.

Description.

In this activity number two of the Business English I subject, we are asked to create an elevator pitch regarding our knowledge or our work area. In which this elevator speech that we make must be attractive to whoever it is addressed to, as the context of the speech to be created I will talk about IT management in the cloud. Since in the current world market there are new changes in the forms of on-premise IT administration to a change towards a cloud administration, this company is fictitious but aimed at my current work activities, where this administration can be carried out from anywhere in the world and have as its objective financial savings for companies: such as savings in work equipment, infrastructure and some other things. With this criterion, the elevator speech will be created for this activity two, with which it is expected to meet the expectation of the teacher of the subject to obtain the qualification and be able to continue with the Software Developer Engineering career that is currently being studied..

Justification.

In island point of the activity in which we work elaboration from a elevator pitch with the documentation and our objective is to catch the client and give him in a brief, agile and concise way where we will offer our services from our company, where the value proposition will be the one indicated for the attention hook in conjunction with the solution to the problem that is provided to them. present to clients, using our team's creativity and research information We will reach the exact point that our company's clients require and in addition to this the activity: Promote an innovative idea that can help achieve growth and accessibility in your workplace. It can be as simple as requesting resources within a department or proposing a Symposium for people who need extra motivation. Describe it using the Elevator Pitch structure where eThe speech is a short way to introduce yourself, convey key points, and make a connection with viewers, additional requirements for speech documentation are the following:

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- Each part of the structure must be at least 30 words long.
- PDF of this activity in the GitHub portfolio.
- Anexa GitHub link in 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 of the activity we will carry out the development of the elevator pitch requested by the subject, Evidence will be captured in images that will be attached to the document at the time of translation into English using the native Word translator and the Grammarly web tool to correct the grammar of what is translated with Word. We will continue with the evidence screens in the next point of the activity of the subject Business English I, additionally the elevator pitch and the steps used are attached.

Link: [GitHub](#)

Elevator speech:	
The introduction	Hello, I am Ramon Ernesto Valdez Felix, CEO of IT Problem Solving. It is a pleasure to meet and greet you, in this opportunity that I have to tell you about what we do.
The problem	We are an IT Problem Solving company, and our job is to be a company that provides IT management service in the cloud, I thought you might be interested in knowing that 30% of the IT management problems that are already obsolete to

	new ones need the current market.
The solution:	“The good thing about working in IT Problem Solving is that we have managed to solve that problem by having IT management in the cloud, services available, accessibility anywhere in the world, and a significant cost reduction.”
The value proposition:	“In fact, we are the only company that offers our services with 27/7 availability, 365 days a year.”
The call to action:	“I think our solution could be really useful for you. Will you have a few minutes this week so we can talk a little more about the topic?”.

In this table we will present the steps with a brief description of the elevator speeches that were made in the previous part.

Steps: Elevator speech.	
Step 1: Define your target audience.	The elevator speech is aimed at any company that has an IT administration area on site.
Step 2: Identify the problem.	The problem identified is outdated staff with outdated ways of working and cost savings.
Step 3: Develop your solution.	The solution developed is to offer the service 24 hours a day, 7 days a week, 365 days a year where its service will be available, accessible from anywhere in the world for its administration and saving on the costs of employees who had worked on site.

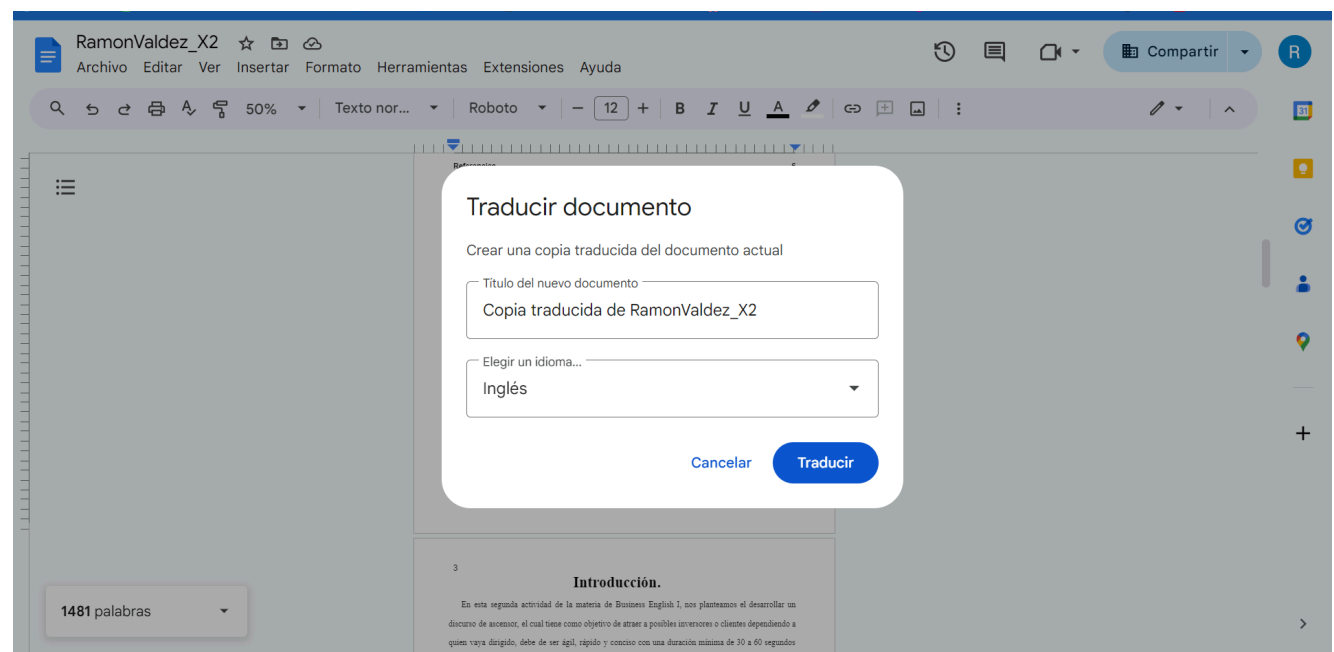
Step 4: Write your message.

Step 4 is preparing the elevator speech that was made in the point above and waiting for you to wake up the interest of your audience.

Screenshots.

At this point, the evidence will be captured from the screens of the document made in activity two where translation into English is required for the activity in courses of the subject Business English I in the requested web tool called Grammarly..

Evidence capture:



Untitled document

Elevator speech:

The introduction Hello, I am Ramon Ernesto Valdez Felix, CEO of IT Problem Solving. It is a pleasure to meet and greet you, in this opportunity that I have to tell you about what we do.”

The problem “We are an IT Problem Solving company, and our job is to be a company that provides IT management service in the cloud, I thought you might be interested in knowing that 30% of the IT management problems that are already obsolete to new ones needs of the current market.

The solution: “The good thing about working in IT Problem Solving is that we have managed to solve that problem by having IT management in the cloud, services available, accessibility anywhere in the world, Qand a significant cost reduction.”

The value proposition: “In fact, we are the only company that offers our services with 27/7 availability, 365 days a year.”

The call to action: “I think our solution could be really useful for you. Will you have a few minutes this week so we can talk a little more about the topic?”

Review suggestions 4

Correctness Clarity Engagement Delivery

Pro suggestions 5

Correct your spelling
Qand

Remove the phrase
really

Choose a different word
really useful

Untitled document

Steps: Elevator speech.

Step 1: Define your target audience.

The elevator speech is aimed at any company that has an IT administration area on site.

Step 2: Identify the problem. The problem identified is outdated staff with outdated ways of working and cost savings.

Step 3: Develop your solution. The solution developed is to offer the service 24 hours a day, 7 days a week, 365 days a year where its service will be available, accessible from anywhere in the world for its administration and saving in the costs of employees who had working on site.

Step 4: Write your message.

Step 4 is preparing the elevator speech that was made in the point above and waiting for you to wake up the interest of your audience.

Review suggestions 3

Correctness Clarity Engagement Delivery

Pro suggestions 8

Change the wording
ways of working

Remove the phrase
who had

Conclusion.

In conclusion: I hope that the speech made meets the requirements requested in the subject activity.

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. Thus attracting 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 but it is required to obtain the qualification of the teacher of the Business English I subject and thus be able to continue with the activities of the IDS degree.

References.

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