Universidad Corporativa Coppel | **Programas Académicos**

Ingeniería en Desarrollo de Software

Activity ｜3｜ Presenting Elevator Pitch

Business English I

Software Development Engineering

*academi**ag**lobal*

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Introduction:

In today's competitive and dynamic business environment, the ability to communicate ideas concisely and persuasively has become a critical skill. One of the most effective tools for achieving this is the elevator pitch: a short, structured, and strategic speech that allows you to present a business idea, product, or personal value proposition in less than 90 seconds.

Far from a simple, perfunctory presentation, the elevator pitch is a critical opportunity to stand out in a world where first impressions make all the difference. Brevity is a virtue here: knowing how to distill key ideas into a few seconds can make the difference between getting the attention of an investor, client, or employer.

This activity focuses not only on writing the pitch but also on delivering it orally, especially in English. Through this exercise, students strengthen their professional communication skills, improve their pronunciation, and gain the confidence to perform in real business contexts such as job interviews, networking events, and meetings with potential investors.

In short, the Elevator Pitch is not only a useful tool but an invaluable resource for successfully navigating the opportunities and challenges of the business world.

Description:

The Presenting Elevator Pitch: a key tool to communicate ideas with impact, in today's highly competitive and dynamic business environment, the ability to communicate ideas clearly, concisely and persuasively is more important than ever, one of the most effective tools to achieve this is the Elevator Pitch: a short speech designed to capture the attention of key interlocutors in less than 90 seconds, however its effectiveness depends not only on good writing but also on a confident, structured and strategic oral presentation, this final stage, known as the Presenting Elevator Pitch, is essential to stand out in a professional environment.

The Presenting Elevator Pitch consists of the oral presentation of a value proposition, business idea or professional profile concisely and persuasively, its main objective is to generate immediate interest in the listener, whether an investor, potential client, or employer, to be effective it must be brief, clear and avoid unnecessary technicalities, using a language accessible to any audience. A good elevator pitch follows a logical structure: it begins with a brief personal introduction, identifies a problem or need, proposes a solution, presents a success story to support the proposal, and ends with a call to action; this order helps make the message easy to follow and memorable. In international contexts, professional English skills such as pronunciation, intonation, and fluency are also evaluated, which projects credibility; in addition, authenticity and enthusiasm are key to leaving a lasting impression, sometimes supported by audiovisual resources that allow for evaluating both the content and the presence of the presenter. In conclusion, mastering the elevator pitch not only improves professional communication but also strengthens personal confidence and the ability to stand out in a competitive environment.

Justification:

This project is motivated by the need for students to develop strategic communication skills in an increasingly competitive and globalized professional environment. Mastering the elevator pitch will enable them to present an idea, product, or professional profile concisely and persuasively in less than 90 seconds, which is essential in interviews, presentations, negotiations, and networking events.

In addition, as it is conducted in English, it reinforces language skills that are essential in international business, improving pronunciation, fluency, intonation, and confidence. The process included the use of technology tools such as Grammarly and Word, which support grammatical correction and message quality, promoting more professional writing.

As well as improving oral and written communication, the project promotes strategic thinking, the ability to synthesize, and the use of digital resources - skills that are key to excelling in any work or academic environment, as well as in everyday life, as they strengthen personal confidence, decision-making, and effective social interaction.

In short, this comprehensive exercise allows students to prepare themselves to communicate with impact, connect with different audiences, and excel in real-life scenarios in today's business world.

Development:

Context: In the business world, you must be able to communicate quickly and precisely. An elevator pitch is a brief way to introduce yourself, getting across a key point or two, and making a connection with someone.

Activity: Now that you've developed an elevator pitch, it's time to present it to investors and customers. Using a telephone, record yourself presenting the innovative idea to others. The audio or video should be no longer than a minute and a half. Check the quality of the audio before uploading it to a Google Drive folder.

Elevator Pitch:

"Hi, my name is Sarahi, I am a business student with a specialization in digital marketing, but more than that, I am passionate about helping local businesses to shine in the digital world, I have seen how many entrepreneurs, with great products and a lot of effort, fail to stand out for having no internet presence, I design digital strategies that connect hearts, not just profiles, one of the moments that has marked my career was helping a family bakery to increase their sales by 35% in just three months, seeing the joy in their faces and how their business began to succeed validated it for me, if you want your business also to have the opportunity to grow, I will gladly show you my results, You can contact me at 722 495 5040."

Figure 1

Writing and Revision of the text written in English on the Grammarly platform:
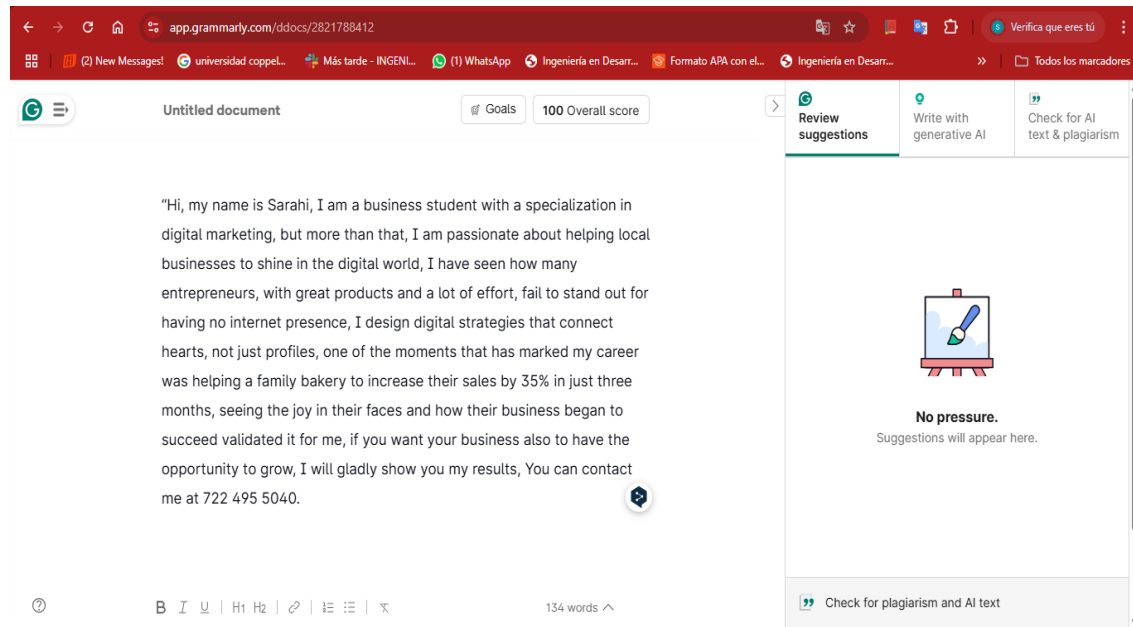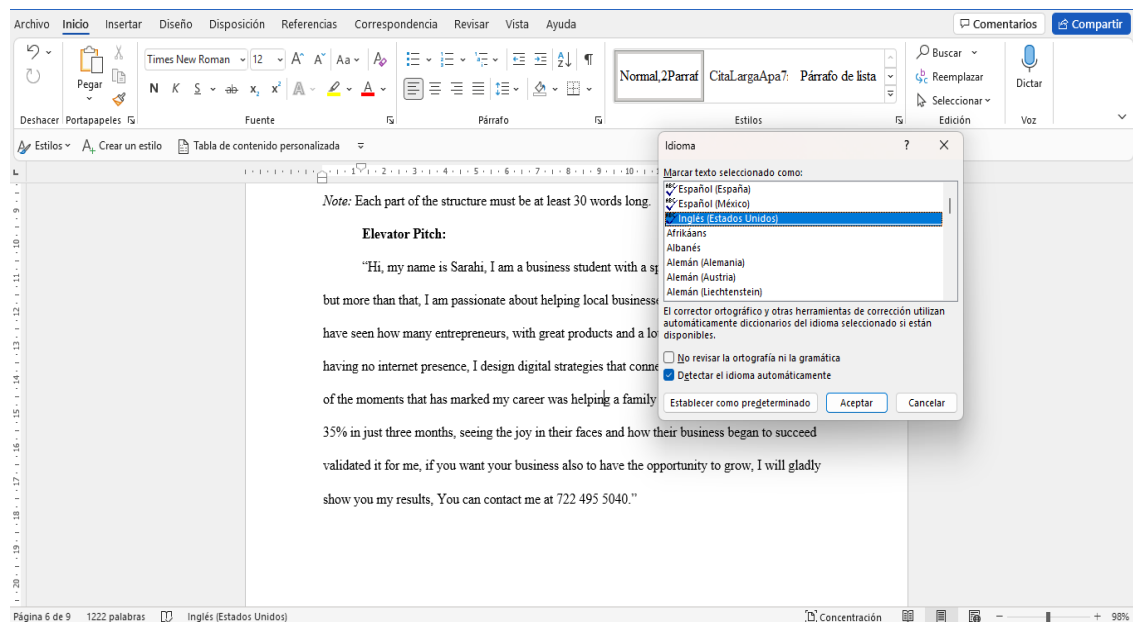

Figure 2

Setting and Verification: English as the proofreading language in Word:

Pronunciation in written English:

Access the audio through the following link:

https://drive.google.com/file/d/19u5zOAtlW5H8QR8njVKq2-

K587phfsdi/view?usp=sharing

Link that allows you to see the previous stages of the evolution of this project:

Activity | 1 | What is an Elevator Pitch?

https://drive.google.com/file/d/1ES3VaDgWyf-

MELVS25QGxnC2vJDkMHpV/view?usp=sharing

Activity | 2 | Developing an Elevator Pitch:

https://drive.google.com/file/d/1hILCbkzsi2iFCoN__wGM6F8wJa7uUtm9/view?usp=sh

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Conclusions:

This project allowed us to understand the importance of the elevator pitch as an essential tool in professional and personal communication. It is not only about creating a short speech, but also about integrating key skills such as synthesizing ideas, clarity of message, command of the English language, and the ability to express oneself confidently and persuasively.

In the workplace, this technique is essential to stand out in interviews, presentations, negotiations, or networking events where time is limited. In everyday life, it also builds confidence in communication, improves decision-making, conflict resolution, and social interaction.

In addition, the use of digital tools such as Grammarly and Microsoft Word in English was encouraged to improve professional writing, grammatical accuracy, and the appropriate use of language in global contexts.

Through this experience, skills such as effective oral communication, strategic thinking, mastery of professional English, confidence in public speaking, and the ability to synthesize and manage digital resources to optimize the message were developed.

In conclusion, creating and presenting an elevator pitch is a comprehensive training activity that not only strengthens academic and professional communication but also enables students to perform with greater confidence in various contexts of daily life.

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