

Activity | 2 | Developing an Elevator Pitch

Business English I

Software Development Engineering



Teacher: Fátima Fernández de Lara Barrón.

Name: Sarahi Jaqueline Gomez Juárez.

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Introduction:

In today's business environment, where competition is fierce and opportunities can arise at any time, the ability to communicate effectively and persuasively has become an essential skill; a key tool in this area is the Elevator Pitch is concise speech that allows you to present an idea, product, or professional profile in the time it takes to ride an elevator, approximately 30 seconds to 2 minutes.

The Elevator Pitch is not only essential for capturing the attention of potential investors, clients, or employers, but also reflects the ability to synthesize and communicate the value of a proposal or professional profile; in the context of English for Business, developing this skill in a second language increases the opportunities to establish professional connections in a globalized marketplace where English is the lingua franca of business.

This work aims to develop an Elevator Pitch in English, integrating digital tools such as Grammarly and Microsoft Word to optimize the writing and presentation of the message. Through this activity, it seeks to strengthen communication skills in English, essential for professional development in the international business environment.

Description:

The main objective of this activity is the design and improvement of an Elevator Pitch in English, following a strategic structure composed of five key elements: introduction, narration, solution proposal, value provided and call to action, this communicative tool allows presenting an idea, product or initiative in a clear, brief and persuasive way in an estimated time of 30 seconds to two minutes, addressing fundamental questions such as: Who am I, What is my proposal, What makes me different, How will I generate value or profitability, How will I generate value or profitability?

In this context, the purpose is to promote an innovative idea that contributes to the growth or improvement of accessibility within the work environment, either by requesting internal resources or proposing initiatives such as motivational events or effective business solutions, the student must ensure that each component of the pitch contains at least 30 words and use digital tools, such as Grammarly, to improve the grammar, tone, and clarity of the message.

Implementing this solution is essential to meet the challenges of the contemporary work environment, greater accessibility, accompanied by innovative approaches, strengthens organizational culture, and acts as a catalyst for sustained productivity, this proposal responds to the demands of a dynamic professional context, where adaptability and proactive solutions are key to achieving sustainable success.

The value of this strategy lies in its transformative impact: it fosters an environment where innovation and inclusion converge, generating a fertile ecosystem for professional excellence.

Justification:

The development of an Elevator Pitch is a fundamental activity for students and professionals seeking to stand out in competitive and dynamic work environments, this activity is justified by the growing need to communicate ideas, projects and professional profiles in a clear, concise and persuasive manner, in a globalized business world, where time is limited and first impressions are decisive, the ability to convey a structured and impactful message in less than two minutes becomes an essential skill.

In addition, the practice of constructing a pitch in English reinforces language proficiency and increases the speaker's confidence when interacting in international or multicultural contexts. It also fosters critical thinking and strategic planning, since the student must identify his or her strengths, value proposition, and most relevant achievements to effectively capture the attention of his or her audience.

From an academic perspective, this activity allows the development of transversal skills such as synthesis, oral expression, and digital literacy, through the use of tools such as Grammarly to improve writing. In everyday life, the knowledge acquired is equally valuable, as it allows people to present themselves and their ideas in a convincing way in interviews, networking, or informal meetings that can lead to professional opportunities.

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: Promote an innovative idea that can help achieve growth and accessibility in your workplace. It can be as simple as asking for resources within a department or proposing a symposium for people who need extra motivation. Describe it using the Elevator Pitch structure.

Note: Each part of the structure must be at least 30 words long.

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:

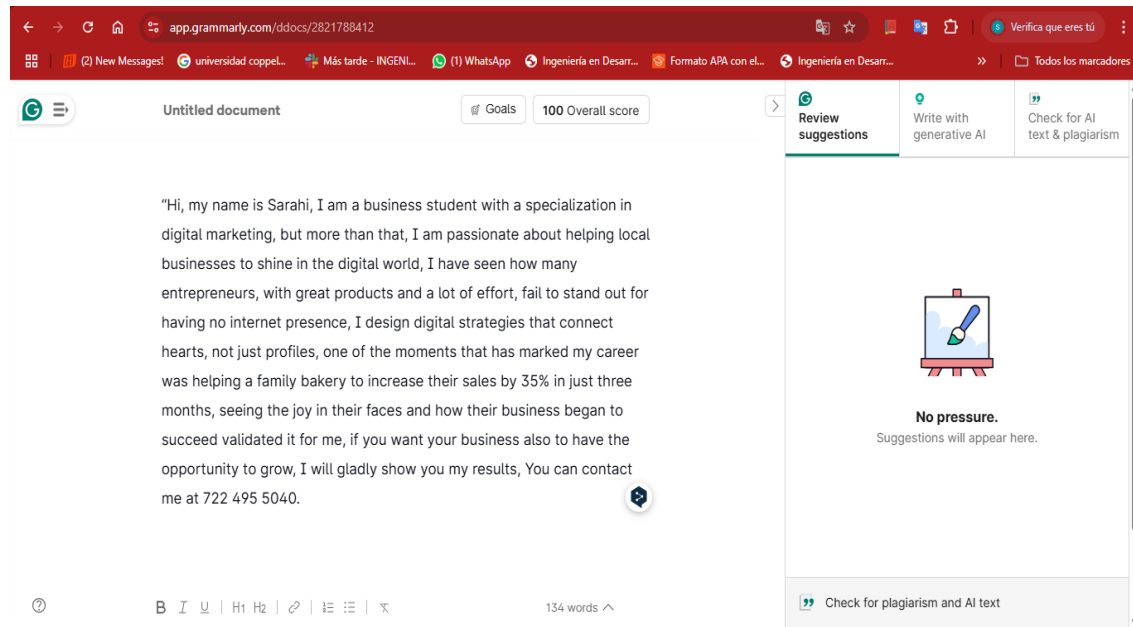
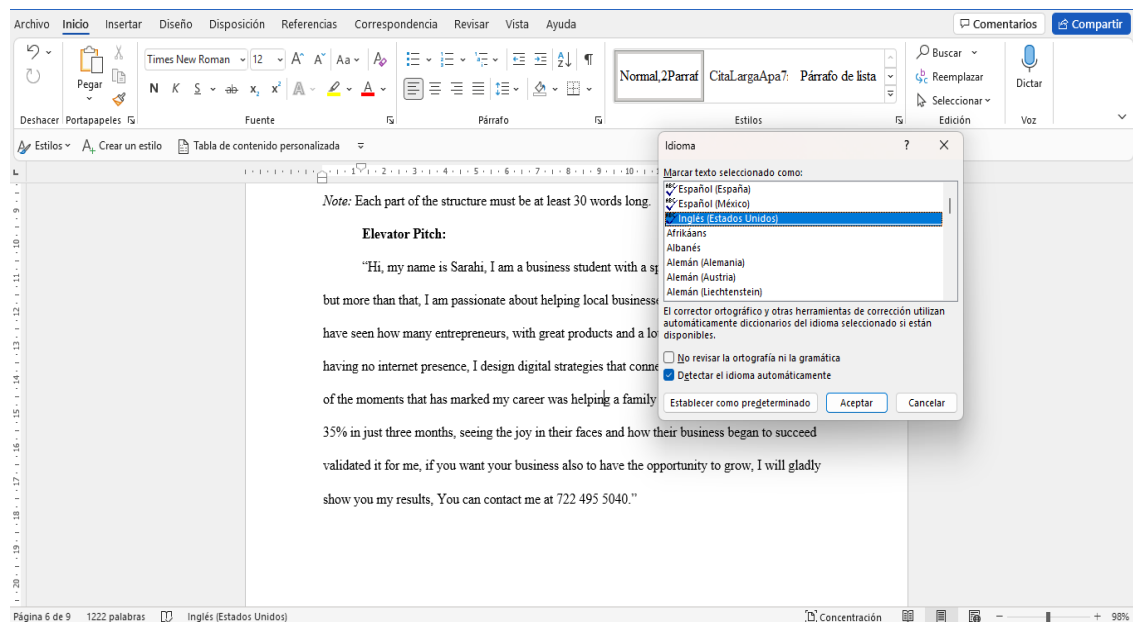


Figure 2

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



Conclusions:

In today's business environment, where competition is fierce and opportunities can arise at any time, the ability to communicate effectively and persuasively has become an essential skill; a key tool in this area is the Elevator Pitch, a concise speech that allows you to present an idea, product, or professional profile in the time it takes to ride an elevator, approximately 30 seconds to 2 minutes.

The Elevator Pitch is not only essential for capturing the attention of potential investors, clients, or employers, but also reflects the ability to synthesize and communicate the value of a proposal or professional profile, and in the context of English for Business, developing this skill in a second language increases the opportunity to establish professional connections in a globalized marketplace where English is the lingua franca of business.

This work aims to develop an Elevator Pitch in English, integrating digital tools such as Grammarly and Microsoft Word to optimize the writing and presentation of the message. Through this activity, she aims to strengthen her communication skills in English. These skills are essential for professional development in the international business environment.

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