



Activity | 1 | What is an Elevator

Pitch?

Course name

Software Development Engineering



TEACHER: Fátima Fernández de Lara Barrón.

STUDENT: Uziel de Jesús López Ornelas.

DATE: 31 de august del 2025.

Index

Document Development.....	1
Conclusion	4
GitHub Link.....	4
References.....	5

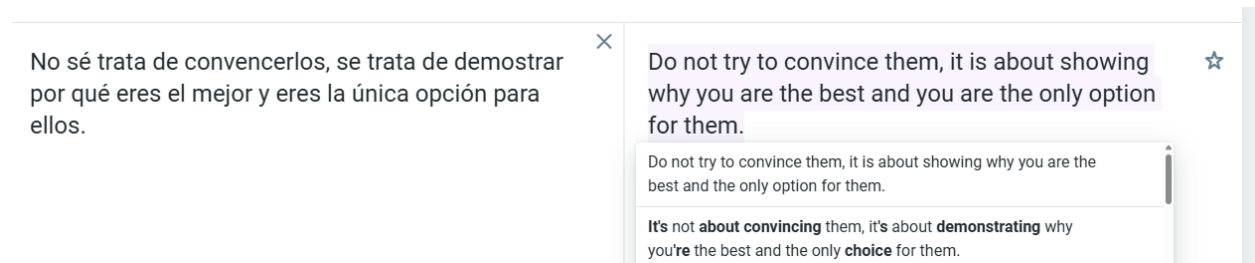
Document Development

Screenshots

To initiate our activity, it is necessary to translate our essay into English. This will require the use of the application Reverso:



Our trial is set up to have the software change it to the language we want:



After we have everything, we proceed to the next step, which is to use the Grammarly application:



To access your tools, we will log in:

Sign in

[I don't have an account](#)

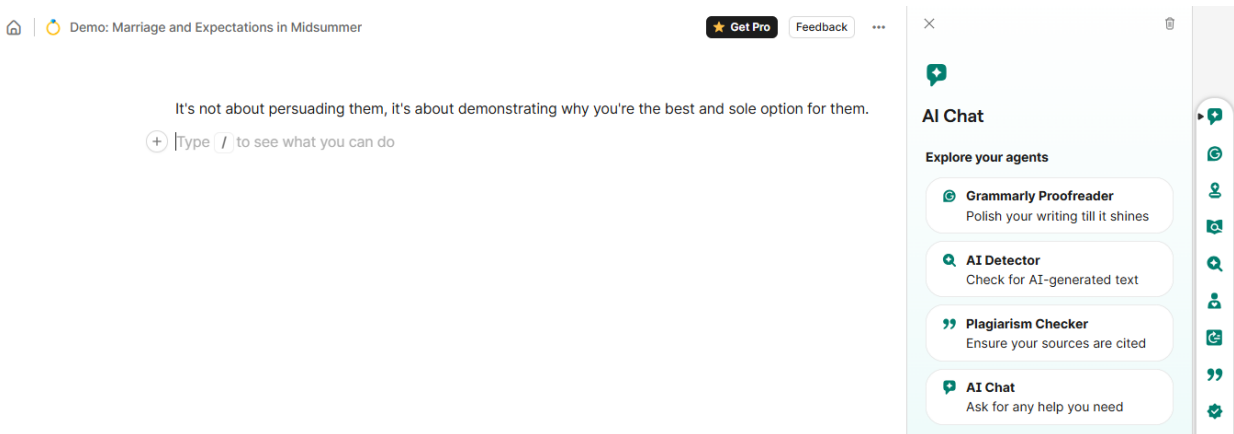
To proceed, all you need to do is follow the steps:

Welcome, Uziel!

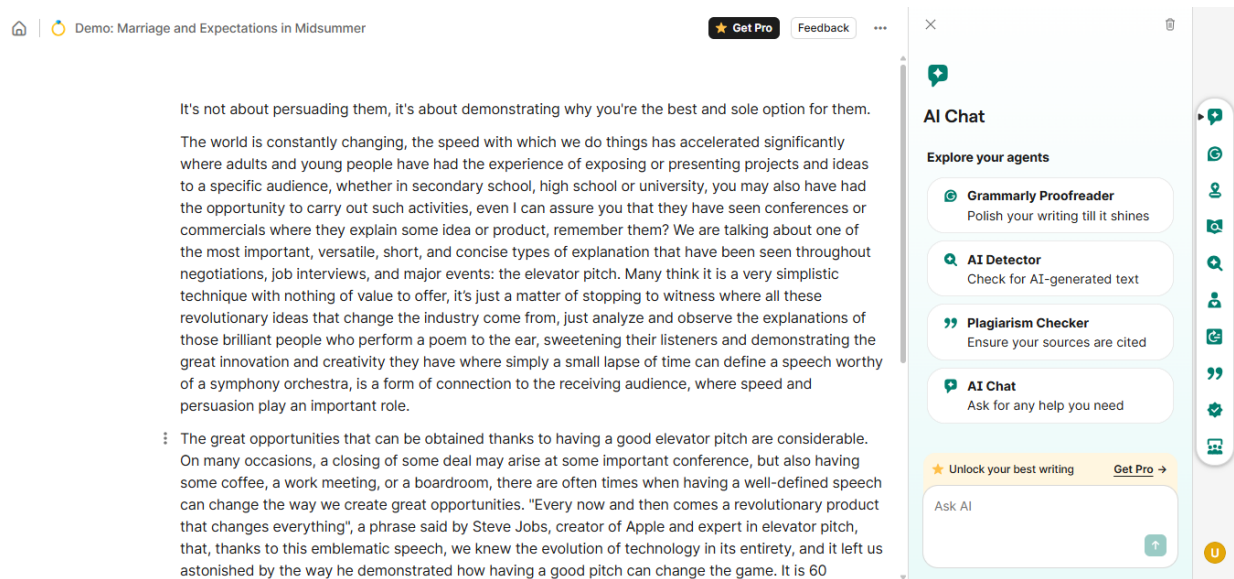
Is most of your writing for work or school?

- ☐ Work
- ☐ School
- ☐ Other projects

At Last, we have a clear view of our software:



We will correct the errors in our test using the application:



Already with the corrected errors, the test is as follows:

It's not about persuading them, it's about demonstrating why you're the best and sole option for them.

The world is constantly changing, the speed with which we do things has accelerated significantly where adults and young people have had the experience of exposing or presenting projects and ideas to a specific audience, whether in secondary school, high school or university, you may also have had the opportunity to carry out such activities, even I can assure you that they have seen conferences or commercials where they explain some idea or product, remember them? We are talking about one of the most important, versatile, short, and concise types of explanation that have been seen throughout negotiations, job interviews, and major events: the elevator pitch. Many think it is a very simplistic technique with nothing of value to offer, it's just a matter of stopping to witness where all these revolutionary ideas that change the industry come from, just analyze and observe the explanations of those brilliant people who perform a poem to the ear, sweetening their listeners and demonstrating the great innovation and creativity they have where simply a small lapse of time can define a speech worthy of a symphony orchestra, is a form of connection to the receiving audience, where speed and persuasion play an important role.

The great opportunities that can be obtained thanks to having a good elevator pitch are considerable. On many occasions, a closing of some deal may arise at some important conference, but also having some coffee, a work meeting, or a boardroom, there are often times when having a well-defined speech can change the way we create great opportunities. "Every now and then comes a revolutionary product that changes everything", a phrase said by Steve Jobs, creator of Apple and expert in elevator pitch, that, thanks to this emblematic speech, we knew the evolution of technology in its entirety, and it left us astonished by the way he demonstrated how having a good pitch can change the game. It is 60 seconds that define our path to direct speech, so practical and everyday is that there are different types of elevator pitches, speeches that are used in statistics, funny explanations, those based on emotions, for an event, a job interview, or just to sell some product.

In conclusion, having a good speech is not only about impressing the audience, it is about showing that acquired skills are key to success. Daniel Pink, American presenter and producer, says: "The goal is not to move others to adopt your idea, but to offer something so attractive that a conversation starts". That is

why I invite you to practice your speeches for better personal and professional development, a good opportunity can be around the corner.

Conclusion

With all the above mentioned I have given myself the task of investigating further the structure and definition of elevator pitch, it was a somewhat entertaining task since we came to realize the great importance of presenting a speech, the professionalism and speed of ideas is left in sight in those few seconds makes it clear to us that our ability to persuade the audience is so daily that it is not only based on formal work meetings, even in a sales job persuasion is so important because it depends on the customer buying to reach our goal. Practicing this type of activity certainly helps our cognitive development, make quick decisions, think about problems and give them a solution, of course, remember that all these problems come from the real world, but more than possibly so every day that it is almost impossible not to see them. It's important to remember that empirical knowledge is essential to comprehending how our world functions.

GitHub Link

<https://github.com/UZLOP984/English-for-business.git>

References

- Asana, T. (2025, 2 febrero). Guía del elevator pitch perfecto con ejemplos prácticos y plantilla [2025] • Asana. Asana. <https://asana.com/es/resources/elevator-pitch-examples>
- Laporta, A. (2020, 29 diciembre). *Elevator pitch: qué es y claves para elaborarlo paso a paso*. APD España. <https://www.apd.es/que-es-elevator-pitch-y-como-elaborarlo/>