

# **Activity 2 -Developing an Elevator Pitch**

## **Bussines english 1**

### **Software Development Engineering**

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## **1 Introduction**

To continue with the previous activity, in this activity we will approach an effective dialogue that has all the characteristics that should include the elevator pitch, this dialogue will represent a dramatization of the main activity of the company that we represent, which in this case is Coppel Juárez San Blas, the specific shop that will be promoted through the elevator pitch dialogue.

This elevator pitch will be translated into English using the translator Deepl, from its website, continuing with the previous activity that also used the same translator, this is in order to have tools that facilitate the promotion of the company and also personal activities such as the creation of programs that facilitate the sellers to track their personal sales results, it is therefore of utmost importance that in business you learn to translate from English to Spanish following the grammatical rules that each language has for better understanding and comprehension.

## **2 Description**

Because in the business world it is of utmost importance to communicate quickly, effectively and assertively to be able to transmit what we need to our customers or partners, for

this business world, the English language is a globalized language, that is why in this activity we will elaborate an elevator pitch which is intended to be effective, both in the native language and in a globalized language such as English.

To present this elevator pitch, it will be elaborated with the characteristics that an effective elevator pitch should require, which should be: creative, assertive, adapted to the time and above all it should give the required information to attract the attention of the client or investor. This elevator pitch will be elaborated firstly in the native language which in this case is Spanish, later, it will be translated into English by means of Deepl and Grammarly to take care of the correct production and grammatical pronunciation.

### **3 Justification**

The realization of this activity is of utmost importance in the business world as it will greatly facilitate effective communication in the native language, but mainly in a language as globalized as English, at present this language has taken a great importance in the business world as the country in which it has its main use is one of the major powers in the business world, For this reason every potential client, investor or company that requires our services, even if they are from another country, will have a better communication since English is used as a second language in most of the countries of the world. It is for this reason that it becomes

essential to learn English as a second language to have a better understanding in any field that we perform as professionals, it is worth mentioning and emphasize that the English language has many variations, it is therefore important to make a good translation and take care of the grammar when translating.

#### **4 Development:**

The elevator pitch that will be used to promote the main activity of the company which is represented, is mainly focused on having a good personal presentation, telling a brief story of what we like and what we know how to do and then propose solutions to customers or companies which we want to identify us and take us into account as the first choice over the competition. This personal elevator pitch is as follows:

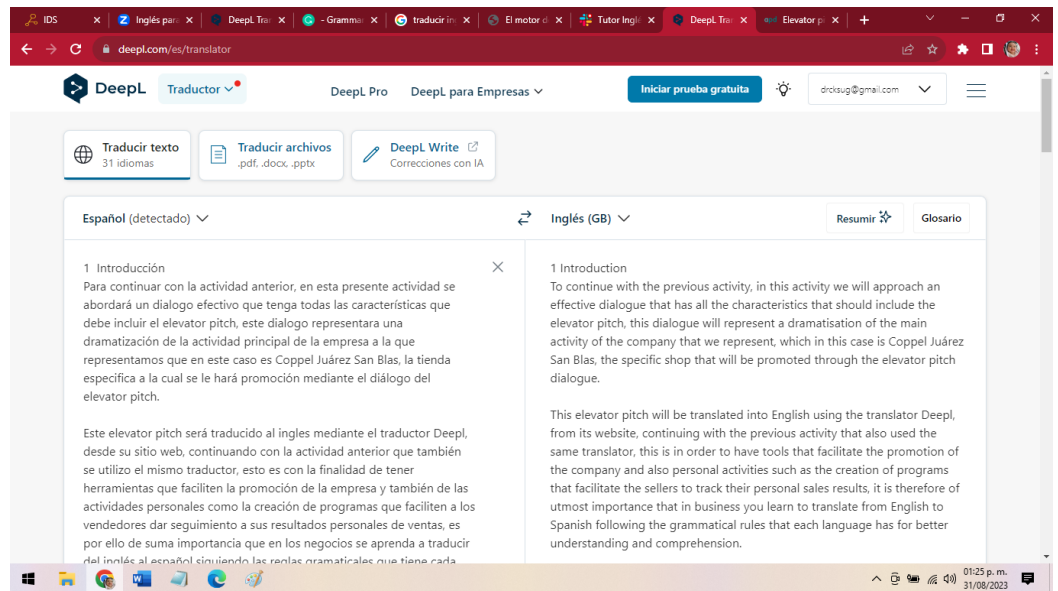
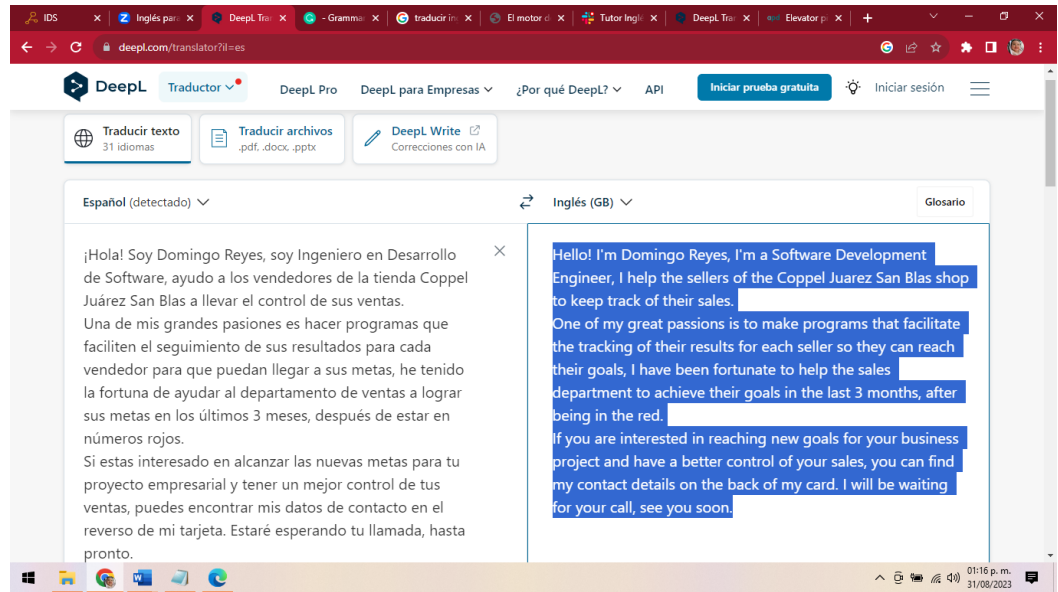
Hello! I'm Domingo Reyes, I'm a Software Development Engineer, I help the sellers of the Coppel Juárez San Blas shop to keep track of their sales.

One of my great passions is to make programs that facilitate the tracking of their results to each seller so they can reach their goals, I have been fortunate to help the sales department to achieve their goals in the last 3 months, after being in the red.

If you are interested in achieving new goals for your business project and have a better control of your sales, you can find my contact details on the back of my card. I'll be waiting for your call, see you soon.

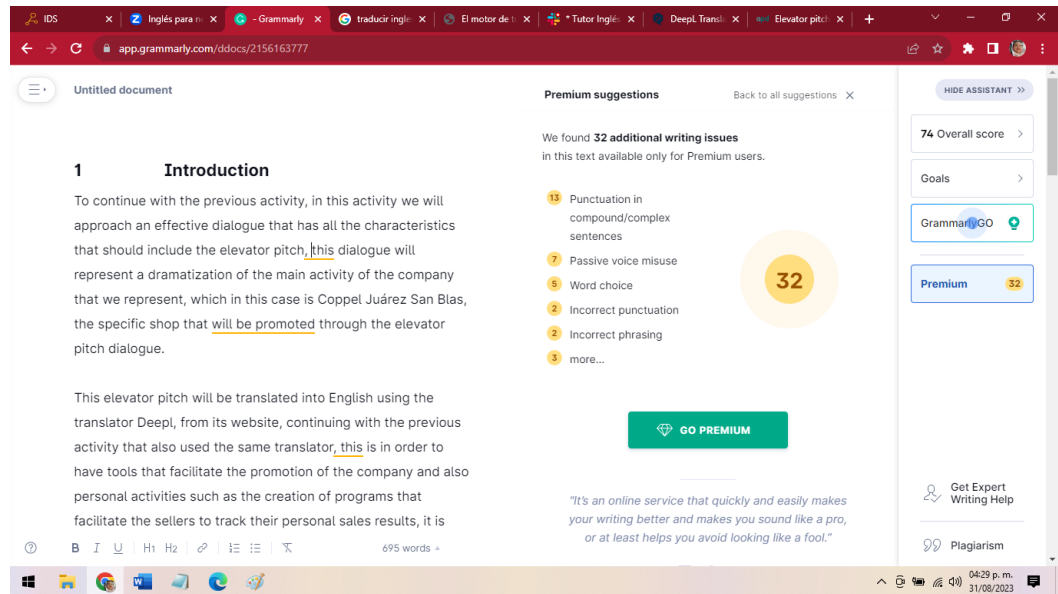
#### **4.1 Screenshots**

In deep the translation of the elevator pitch is done first which can be seen in the following screenshot:



and in this last image the translation of the whole document was carried out, to later pass it to Grammarly and correct the grammar in the English language.

In addition to the DeepL translation, grammar checking is carried out in Grammarly, which can be seen in the following image:



## 5 Conclusion

By carrying out this activity we acquired the necessary knowledge that as students of software development engineering we must understand the English language and how to translate it effectively, following the essential grammatical rules for this language, during the development of this activity we will learn to use an elevator pitch that will allow us to give a brief description of our profile to have access to positions that require the use of English and be candidates for these positions, Therefore it is important to learn English as a second language as



this language is essential to have access to positions in companies of international recognition, however also a large number of web pages, software, and even operating systems, are currently developed in the English language, which is why for us as future programmers is of utmost importance to learn this language and especially to understand it to be able to contribute or even use all these sites and programs that are written in this language.

## 6 References

Laporta, A. (2020). Elevator Pitch: qué es y claves para elaborarlo paso a paso.

*APD España*. <https://www.apd.es/que-es-elevator-pitch-y-como-elaborarlo/>

Obando, R. (2023, 25 abril). Elevator pitch: 12 ejemplos inspiradores para crear el

tuyo. *hubspot.es*. <https://blog.hubspot.es/sales/elevator-pitch>

Activity upload in GitHub:

[https://github.com/drcksug/BussinesEnglish1/blob/da07a58c6b2f76371b62ad229ca6312089fe2a8e/JoseReyes\\_A2.pdf](https://github.com/drcksug/BussinesEnglish1/blob/da07a58c6b2f76371b62ad229ca6312089fe2a8e/JoseReyes_A2.pdf)