

## Actividad | #3 |

### Presenting Elevator Pitch

#### Business English I

Ingeniería en Desarrollo de Software

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Tabla de contenido

INTRODUCTION ..... 3

DESCRIPTION ..... 3

JUSTIFICATION ..... 3

DEVELOPMENT ..... 4

    Access..... 4

CONCLUSION ..... 4

## INTRODUCTION

In the business world, we must be able to interact with people and can project confidence to our customers, suppliers, or investors.

For this, we continue with an elevator pitch, which is a model to present the products, ideas, or projects that we want to offer.

We must know all the characteristics and benefits of using the management model, as it helps us to improve our communication with people and to be able to transmit what we think.

To be able to make an elevator pitch, first of all, we must know very well about the topic we are going to expose, in other words, we must study more in-depth about the topic since we have to take into account that in a very short period we must generate confidence towards the interlocutor.

## DESCRIPTION

An elevator pitch is a brief way of communicating, where you should explain the key points of your project that you are presenting to the public, which should be one minute long.

In this activity as we have already been seeing everything about an elevator pitch, and we have already elaborated one, now we are asked that with a mobile phone is seriously elaborate previously, the requirements will be that it is in MP3 or MOV and upload it to a Google Drive folder which must be seen if you can download correctly. Which is already checked downloaded and played correctly.

It will also have its introduction, description, justification, and conclusion as well as its references if used.

## JUSTIFICATION

An elevator pitch is an invaluable tool in the professional world because it offers a concise and effective way to present an idea, project, or skill in a short period where it is crucial to capture the attention of the audience.

It should capture the main thrust of your idea or project which helps you to clarify your objectives and communicate them more effectively.

In itself, using an elevator pitch is fundamental because it allows you to stand out in a short period to communicate the main ideas of your project or idea clearly and persuasively, and to develop communication skills essential for professional success.

## DEVELOPMENT

### Access

Here is the link to Google Drive.

<https://drive.google.com/drive/folders/1ZFvmkO27UqKzQAceOtQxEDxm0o176iJn>

## CONCLUSION

This type of solution should be used in our daily work and working life, as it helps us to communicate with people in general.

In our working life, it helps us first of all to get a job, when we present our cv it would be an elevator pitch because there you expose your key points of why you are the right person for the job you want or that is at stake.

It is also very important because it helps us to expose our ideas to the people we want to support us with our project or our idea.