

Activity | # 1 | What is an Elevator

Pitch?

Business English I

software development engineering



TUTOR: FATIMA FERNANDEZ DE LARA BARRON

SUDENT: IVAN GARCIA ZAMORA

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Introduction

In this activity, we present an introduction, a justification, a description, and a development that will come from what is requested in the activity. where it is not asked to perform an investigation on what it is, the elements that make it up, the structure that carries, and the importance it has in business as a patch elevator. we are also asked about the conclusion regarding the activity, finally, we are asked for the references which is where we investigate to perform the activity, this would be in APA format which should be the 7th edition.

Description

In this activity we are asked to research the topic of elevator pitch, which also asks us to enter Grammarly which at the time of writing shows us the errors that we have in our text, it is worth mentioning that it is a text in English this also shows us the solutions to the text presented.

What I rescue about the elevator pitch, is that we are going to require it in our daily lives, and from the beginning when we apply for any job the CV is like an elevator pitch because we describe our work tallest, and with the little that we describe we must draw the attention of the company that we want to hire us. The same in our daily and working life, at the moment of generating some project inside the company where we are working or a concrete idea for some improvement for the same one, we must that our superior/is dazzled with our idea.

All this is what I rescue about this activity, I also rescue that the elevator pitch is and would be very useful in our work, either for a personal project or for the company we are working for.

justification

this type of solutions should be used in the business environment, because you highlight the points you will work on in your project and thus reach the public and make them interested in your project. the elevator pitch is about reaching your audience with innovative and concrete ideas, not so extensive and not so deep into your ideas. We must launch clear and concise ideas, so we can make a difference in the project you are presenting or stay in the way of such. for this we must make a speech presentation of our project, brief and that this in turn captures the interest of our audience this is a skill that will bring you good benefits to your project or idea that at that moment you are doing.

Development

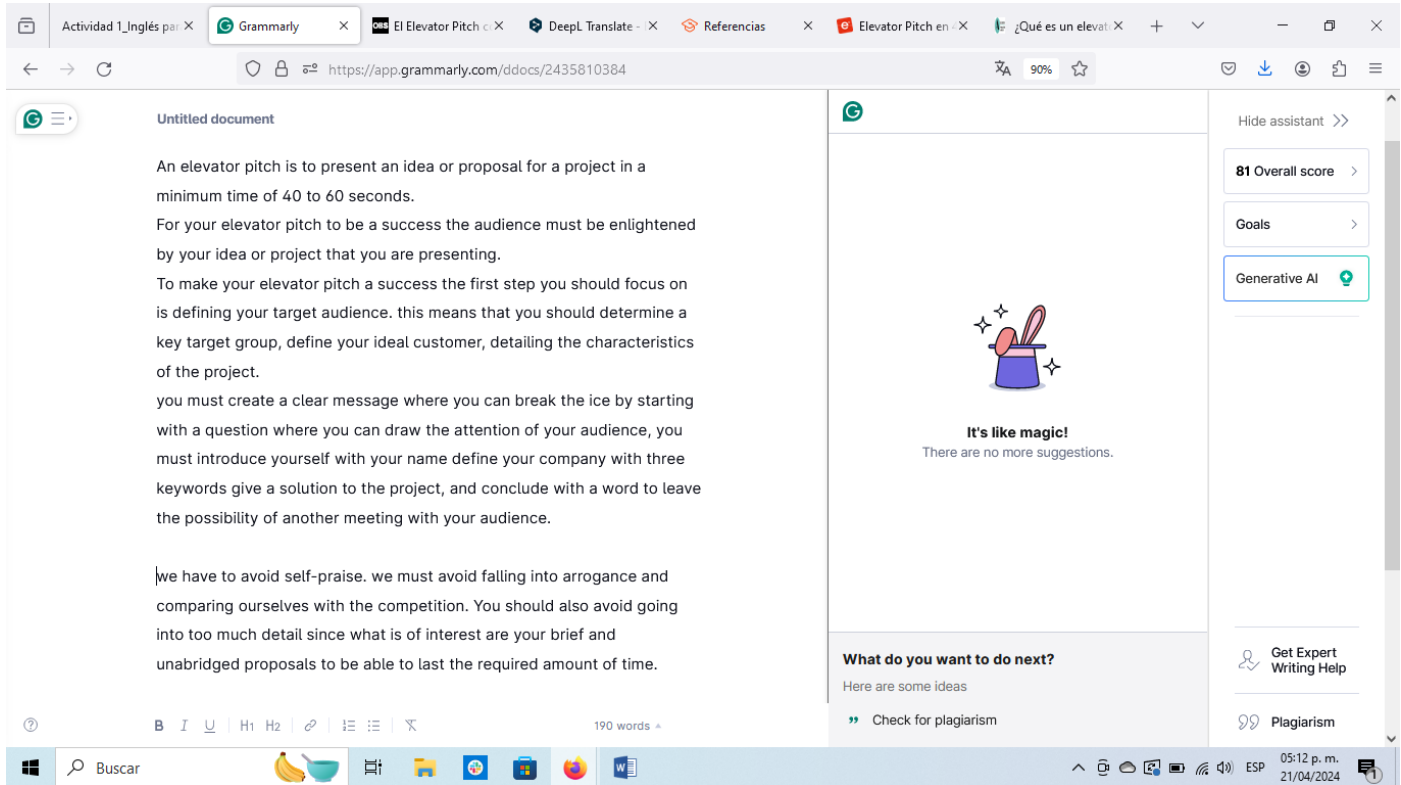
An elevator pitch is to present an idea or proposal for a project in a minimum time of 40 to 60 seconds. For your elevator pitch to be a success the audience must be enlightened by your idea or project that you are presenting.

To make your elevator pitch a success the first step you should focus on is defining your target audience. this means that you should determine a key target group, define your ideal customer, detailing the characteristics of the project.

you must create a clear message where you can break the ice by starting with a question where you can draw the attention of your audience, you must introduce yourself with your name define your company with three keywords give a solution to the project, and conclude with a word to leave the possibility of another meeting with your audience.

We have to avoid self-praise. we must avoid falling into arrogance and comparing ourselves with the competition. You should also avoid going into too much detail since what is of interest are your brief and unabridged proposals to be able to last the required amount of time.

screenshot



conclusion

In the business environment, the elevator pitch is a powerful tool to communicate effectively and concisely in the proposal of a product, idea, or innovative service, in a short period, typically speaking the length of an elevator ride.

by developing a solid elevator pitch, you can capture the attention of suppliers, customers, and collaborators and open up opportunities to move forward in the projects that we are asked commercial or professional, the key is to highlight the key points clearly and convincingly.

References

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