

Activity 1. What is an Elevator Pitch?

Business English I

Ingeniería en Desarrollo de Software

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Introduction

In business, the ability to effectively communicate an idea or a project is critical. In this context, the "elevator pitch" or elevator discourse emerges as an essential tool. It is a brief and concise presentation, designed to capture the attention of an interlocutor in a very limited time, similar to the time spent inside an elevator.

This essay aims to explore in detail what exactly is an "elevator pitch", its importance in the business world, and how the Grammarly correction tool can complement this process.

The "elevator pitch" is much more than just a presentation. It is the opportunity to effectively convey the essence of an idea or project, convincing potential investors, partners, or customers in a short period. Therefore, accurate and error-free drafting becomes crucial. It is at this point that Grammarly comes into play, a tool designed to correct and improve spelling, grammar, and writing style.

Throughout this essay, we will analyze how Grammarly can enhance the effectiveness of an "elevator pitch", ensuring that communication is clear, concise, and error-free. Case studies will be examined and practical recommendations offered to make the most of this tool in the development of effective and successful presentations.

Description

In business, the ability to communicate effectively and concisely is critical. In this sense, the elevator pitch stands as a crucial tool. It consists of a short presentation that allows us to quickly and effectively convey who we are, what we do, and why our interlocutor should care. This speech, designed to last just the time of an elevator ride, is an opportunity to capture attention and generate interest in a short period.

The structure of an elevator pitch usually follows a simple but effective format. It begins with an introduction, which includes the individual's name and profession or area of work. Then, we briefly describe the problem facing the interlocutor and how our company or project can solve it uniquely. Finally, it concludes with a call to action, inviting the interlocutor to continue the conversation or to take concrete measures.

In the business English environment, mastering this technique is especially relevant, as the ability to present yourself effectively can make the difference between success and failure in a meeting, interview, or any professional situation. A well-crafted and executed elevator pitch can open doors and generate business opportunities quickly and effectively.

Justification

The "elevator pitch" is a crucial tool in the field of business and project presentations due to its ability to communicate effectively and concisely the essence of an idea, product, or project in a short space of time, typically the time it takes to climb a couple of floors in an elevator. This communication ability is vital in a highly competitive business world, where capturing the attention of investors, prospects or collaborators is critical to success.

Using an effective elevator pitch can quickly capture the interest of the audience, convey clearly and concisely the value and uniqueness of the proposal, and generate a favorable impression in a short time. In addition, this technique promotes clarity of thought and forces us to synthesize the most relevant information, which helps identify and focus on the key aspects of a project.

In short, the elevator pitch is an essential tool for any entrepreneur, entrepreneur, or professional who wants to present their ideas, products, or projects effectively, persuasively, and memorable, thus maximizing opportunities for success in an increasingly competitive and dynamic business environment.

Development

- Screenshots

This is a screenshot that shows part of the essay in Grammarly, in turn shows the drafting and correction suggestions of the text.

The screenshot displays the Grammarly web interface. The main editor area on the left contains a draft titled "What is an Elevator Pitch?". The text in the draft is as follows:

An Elevator Pitch is a speech or presentation that aims to be impactful, agile, and fast as it must last between 45 seconds and a minute, no more and no less. One of the main features of the Elevator Pitch is that it should be clear, concise and brief.

An elevator pitch is not always used immediately but should be prepared for any situation in which you have to give a presentation speech to a potential investor, potential client, or interviewer for a job.

In fact, almost all of us have given an elevator pitch at some point although we have not noticed. It is because there are many different types of discourses, they can be those given in interviews or when new business opportunities arise.

At the bottom of the editor, there is a toolbar with icons for bold, italic, underline, heading, link, list, and text color, along with a word count of 373 words.

The right sidebar is titled "Review suggestions" and shows a "72 Overall score". It lists several premium suggestions:

- Add a comma and
- Remove the phrase In fact,
- Add a comma and
- Add a comma First
- Correct word choice what

At the bottom of the sidebar, there is a "Check for plagiarism" button. On the far right, there are buttons for "Hide assistant", "Goals", "Generative AI", "Premium", "Get Expert Writing Help", and "Plagiarism".

- **Test**


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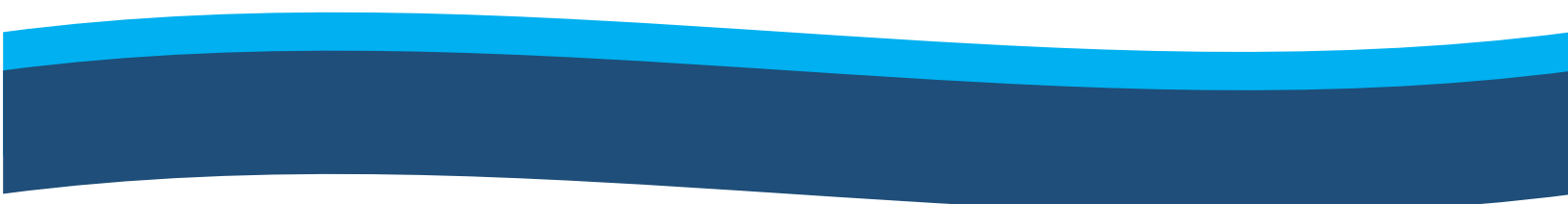
The best thing for an Elevator Pitch is to have your speech prepared in writing, rehearse it in front of the mirror, and present it in front of friends or family so they can give you tips on how to improve. Try to be calm and breathe deeply before the presentation, so you will avoid nerves and get stuck during the exposure.

First, you must identify those that you want to stand out, and what makes you different from your competitors, from here, you must work on the words that you are going to use. Always try to convey optimism and, in addition, the first twenty seconds are crucial to capture the attention of your audience, you must be enthusiastic about your business or project, and sure that your company or idea is the best



in its sector. Some important aspects that should be reflected are: what is your activity, the value as a professional you and your team, some financial data, and the goals achieved.

At the end, you should say thanks and something very important, tell the people who are listening to you how they can contact you or your company in case they are interested in working with you. At this point, once you have finished your speech, your interlocutors may want to know more about your project, you may be asked questions about it, so you should know your company like the back of your hand and be prepared to answer any questions about it.



Conclusion

The effective use of the elevator pitch is crucial in everyday life, as it allows one to communicate ideas, concisely, and persuasively in short and timely situations. By mastering this technique, important messages can be effectively transmitted, whether in a job interview, when presenting a project, or when networking.

In addition, tools like Grammarly play a key role in providing instant corrections and editorial suggestions in English. In everyday life, where written communication plays an increasingly important role, Grammarly helps improve grammar, spelling, and writing style, ensuring our messages are clear and professional. This is especially relevant in a world where digital communication is ubiquitous, whether in emails, text messages, or social media posts.

By combining the effective communication ability of the elevator pitch with the support of tools like Grammarly, communication skills in English are strengthened, increasing confidence and effectiveness in written and oral expression. This is not only beneficial in the professional sphere, but also in daily life, allowing clearer and more accurate communication in any situation. In short, mastery of the elevator pitch and the use of tools like Grammarly are indispensable tools to excel in effective communication in English in the contemporary world.

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