



Advice for making your video pitch.



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This is not a competition to find the best video and we do not expect you to produce a creative or technical masterpiece.

Remember, viewing your application is likely to be the first time the judging panel has come across you and your idea. The video is just another tool for you to get your idea/business across to the judges and bring it to life.

Here is some advice for making your video pitch.

What is an elevator pitch?

An elevator pitch is a brief persuasive speech that is used to spark interest in your idea or enterprise. It should be 60 seconds or less (about the length of time it takes to complete an average elevator ride) and is usually about 150 words or so.

Preparation

Spend some time planning, scripting and practising what you are going to say. You only have a short amount of time to get your message across, so you need to be concise and avoid waffling.

What should it include?

The main thing to remember is that the video should provide an engaging, quick and easy way of understanding what the idea is and an insight into the person/people behind it.

Your video should answer these basic questions:

- What is your product/service?
- What is the problem it is attempting to solve?
- What is the solution it is providing?
- Who is the target market? E.g. who will be using your service/product? Be as specific as possible. Even if in the long run your market is 'everyone', be realistic in the initial stages about who you're initially targeting.
- What makes your proposition unique and compelling?
- Why should we trust you to deliver the idea?

If time allows, you may also be able to include some of the following:

- What you have done so far to prove the viability of your idea. Do you have any proof of demand?
- A brief indication of how you will make the enterprise sustainable. How will you generate income in order to survive and grow?
- A brief overview of your competition including your key difference point (even if your venture is very innovative and doesn't have a direct competitor, it is likely that it has competition in the form of traditional ways of doing things).

Style

Everyone will have their own style when it comes to presenting and creating their pitch but there are some basic rules of thumb worth taking note of:

- *Keep it simple.* Avoid jargon and buzzwords that the judging panel may not be familiar with.
- *Be concise.* Avoid getting bogged down in details that distract from your message.
- *Show passion and enthusiasm about your idea/enterprise.* If you are expressive and there is energy in your presentation it is more likely to engage the audience.
- *Speak directly to camera to help make a connection with your audience.*
- *Aim for a punchy beginning and ending.* You want to quickly grab the viewer's attention and leave a lasting impression.

Technical

As we said previously, the video is not meant to be a creative or technical masterpiece. You are not expected to use expensive filming equipment or crew and it's absolutely fine, for example, to film using a smartphone. However, there are a few technical tips to be aware of:

- Good audio is essential. We need to be able to hear you clearly - record your video in a quiet space and try to eliminate static and white noise.
- Film landscape (horizontally) rather than portrait (vertically).
- Keep the camera as stable and still as possible whilst filming to avoid shaky shots.
- Make sure there is enough light where you are filming – there is nothing worse than barely being able to see the subject of the video.

*Remember, don't try to squeeze in too much at the cost of clarity and overall impact. It's better to be clear and memorable than rushed and incoherent even if it means having to cut down on some of the content you wanted to include.

If you have any further questions, do not hesitate to contact dbace@mewe360.com.