

## **PITCH VIDEO GUIDELINES**

The goal of the pitch video is to present your venture clearly and concisely. It is limited to **TWO MINUTES** and should be organized and well prepared. The outline below is a good starting point, but this video is meant to *sell your story or idea*. Be creative, there is no script. Although you may use slides or any other media, there are no requirements other than staying within the two-minute timeline. Think of *Shark Tank* or Google search for videos of “elevator pitches” for examples. That being said, most good pitches address the following in some way:

- **The Problem**: Clearly explain the “pain” for which your product or service will be the solution— listeners should know the exact problem that is being solved with your product or service. Consider a **story**, making this memorable for the listener.
- **The Solution**: Describe how your product or service addresses the pain or solves the customers’ problems.
- **The Customer**: Describe the specific customers you are trying to reach.
- **The Advantage**: Explain the benefits your product or service provides over other alternatives. *How do you solve the problem better than other existing solutions?*
- **The Revenue Model**: From a high level, how does your business make money? This is important.

### **Judgment Criteria:**

Each of the key issues (Problem, Solution, Customer, Advantage, Revenue Model) will be judged loosely, but at the end of the day, they want you to be convincing. Sell your venture! In addition, judges will consider:

#### ***Delivery:***

- Creativity in presentation
- Energy and confidence (natural, enthusiastic, positive flow, avoid reading a script)
- Language clarity

#### ***Technical Aspects:***

- Camera is stable
- Sound is clear and understandable
- Video is edited effectively and flows well
- Pitch is completed in a timely manner (within 2 minutes)