



## Short Video Pitch Guidelines for Entrants

A 2 – 3 minute video pitch must accompany an entrant's completed project proposal template. The application (project proposal and video pitch) must be submitted by **Wednesday, October 14<sup>th</sup>, 2020 at midnight (Atlantic Standard Time)**. All video pitches must be in English.

### Video Pitch Guidelines

- Applicants will not be scored on video quality as the sharks will focus on the pitch itself. The videos must be 2 – 3 minutes maximum in length and can be taken with a mobile phone.
- The applicant/s must appear on camera for the pitch. This means that animated videos, videos with text and a voice over cannot be used as the pitch.
- The video pitch should support the project proposal and the applicant/s will not be limited to specific criteria for the pitch. However, here are some suggested areas/questions to consider for your video pitch:
  - What problem/pain does the project intend to solve?
  - What opportunity or value proposition are you providing with the project? (What is unique about the project)
  - Describe the project.
  - Have you validated the need for the project?
  - If applicable, is there anything you can show related to the project (e.g. product or service demo, prototypes, mock-ups etc.)
  - What is your investment strategy for the project?
  - How will the project generate revenue?
  - Who is the project team?
  - Revenue Streams
  - Key Activities of the Project
  - Key Beneficiaries
  - Key Project Partners