



Short Video Pitch Guidelines

A 2 – 3 minute video pitch must accompany the entrant’s completed project proposal template. Both the video and the project proposal should be submitted to gwp.caribbean@gmail.com by **Tuesday, October 15th, 2019** at midnight (Atlantic Standard Time). All video pitches must be in English.

The 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 etc. 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