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 14th, 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