

VIDEO PITCH BRIEFING

These guidelines will help you create the video that shall be included in your application for Falling Walls Venture 2024.

General Requirements:

- **Format:** 16:9 ratio; .MOV or .MP4 format
- **Length:** max 5 minutes, shorter is fine
- **Size:** max 500 MB
- **Quality:** HD
- **Language:** English (with subtitles if possible)
- Please do not use videos that you have already used for other competitions in case specific logos or references are shown or mentioned.

The video should contain the key aspects of your technology as well as your business model. Find the right balance between good storytelling and depths of information. Your video will be seen by a diverse audience. Make sure to explain complex ideas in simple terms. Please make sure to record your video in a quiet surrounding and pay attention to good sound quality.

GUIDELINES

Content requirements:

- **Problem and Solution**
Which problem are you addressing and how are you going to solve it?
- **Innovation and Business Model**
What makes your solution innovative and unique? How are you monetising it?
- **Traction and Achievements**
What have you achieved so far? What are your next milestones?
- **Market and Competition**
What is your market and who are you competing with?
- **Vision and Scalability**
Where do you see your company in the future and how will you scale it there?
- **Team and Organisation**
Introduce your team members and tell us why you are the right people to provide this solution.
- **Investment and Use of Funds**
How much money do you need to reach the next milestone and when do you expect to reach it? What is your business plan over the next five years?

Visual aids and props:

- If you have prototypes or props – use them! We'd love to see your products.
- You may include presentation slides, images or animations in your video, provided you own the copyrights or use copyright free material.
- If you use slides, please use them to better illustrate your story – not to summarise it. Make them clear and simple, but also catchy and imaginary.

You can watch the winning pitches of last year [here](#).

Questions?

Please don't hesitate to reach out to Alina Mendt at venture@falling-walls.com.