

## VIDEO PITCH BRIEFING

### General Requirements:

- **Format** 16:9 ratio; all major file types supported
- **Length** maximum 5 minutes, less is fine as well
- **Size** maximum 500 MB
- **Quality** HD
- **Language** English

The jury expects you to deliver the key aspects of your technology.

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.

### GUIDELINES:

#### Content requirements:

- **Problem & Solution**  
Which problem are you addressing and how are you going to solve it?
- **Innovation & Business Model**  
What makes your solution innovative and unique? How are you monetising it?
- **Traction & Achievements**  
What have you achieved so far? What are your next milestones?
- **Market & Competition**  
What is your market and who are you competing with?
- **Vision & Scalability**  
Where do you see your company in the future and how will you scale it there?
- **Team & Organisation**  
Introduce your team members and tell us why you are the right people to provide this solution.
- **Investment & Use of Funds**  
How much money do you need to reach the next milestone and when will you reach it? What is your business plan over the next 3 years?

#### Audio

- Use a proper microphone to capture audio in high quality.
- Choose a quiet environment: Ensure that there are no distracting noises in the background.

#### Visual

- **Background:** Should ideally be neutral and calm. We would love to see you in your work environment.
- **Lighting:** Avoid direct sunlight both indoors and outdoors.
- **Positioning:** Position yourself in the centre of the frame. The frame should include the upper half of your body. If you can see yourself while filming, avoid looking at yourself and look into the camera instead.

#### 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: use them to better illustrate your story – not to summarize it. Make them clear and simple but also catchy and imaginary.

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

#### Questions?

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