

VIDEO PITCH COMPETITION GUIDELINES

Recommended steps to submit a video pitch

1. Review pitch competition **guidelines**
2. **Prepare the content** of your pitch video
See the "Elements of a successful pitch" section provided on this sheet for the basics, or attend a WWBIC training session on creating a successful pitch
3. **Shoot** your video (See "Video staging tips")
4. **Upload** your video to YouTube (See next page for details)
5. **Submit your video by the stated deadline** using the QR code at right or go to bit.ly/wwbicpitchvideo



Tips for a successful pitch

- **Be enthusiastic:** your attitude is infectious!
- **Prepare visual aids:** using Power Point slides or posters/printouts with stats, tables, etc. are helpful
- **Practice and time yourself** before shooting: your time limit is 3 minutes, and it can go by quickly!

Video staging tips

- **Be on location:** If possible, shoot your video in your business or work space or other place where you can easily visually showcase your business
- **Lighting:** Make sure you/your face are clearly visible
- **Clarity:** Make sure the video is in focus/not blurry
- **Landscape orientation:** Shoot the video in a horizontal format rather than portrait/vertical
- **Avoid selfie videos:** Set up a tripod or have a second person film it for you; shoot it from far enough away that you as well as your product and/or any visual aids can be seen
- Be prepared for **multiple takes:** you may have to do several takes of the video before you are satisfied with the result

Questions?

If you have questions, please contact info@wwbic.com.

Elements of a Successful Pitch Competition Video

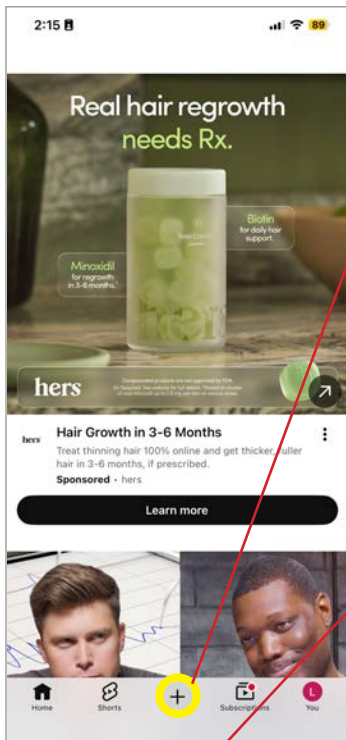
A business pitch is a structured and concise presentation that communicates your ideas, products, or services to a specific audience to achieve the desired outcome. It's your golden opportunity to showcase the unique value you bring to the table and persuade the judges to pick your business as a winner.

- **Introduce yourself** – Include your name and the name of your business, and any pertinent experience, background or affiliation
- **Introduce your business** – Describe your product/service & identify the need (what void does the business fill)
- **How are you launching** (new business) **or scaling your business** (existing business)?
Some examples might include the following:
 - » *Location* – Markets, incubator space, brick and mortar locations, home-based, online sales, etc.
 - » *Customer* – Describe your current customer base as well as any new target customers you're hoping to reach; who are your primary vs. secondary customers?
 - » *Marketing* – How are you reaching your existing customer base/new customers?
 - » *Product/Service* – Are you adding or changing your products or services?
 - » *Capacity* – Are you growing and adding capacity to support successful outcomes for your business?
- **Why is YOUR product or business the best choice?** Share your passion and expertise!
- **Call to action** – How will you use the grant award to help your business?

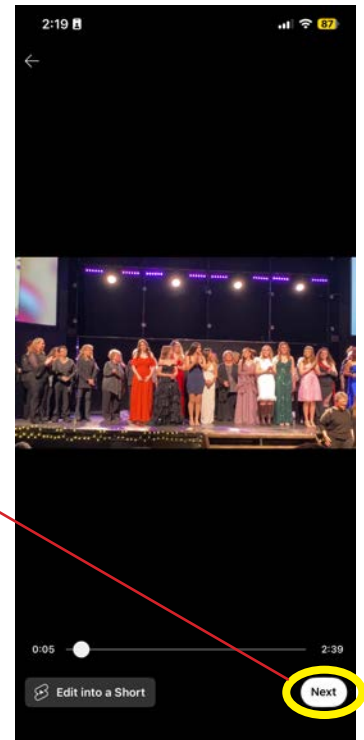
Remember, keep it short, be creative, informative, and sweet – no more than 3 minutes!

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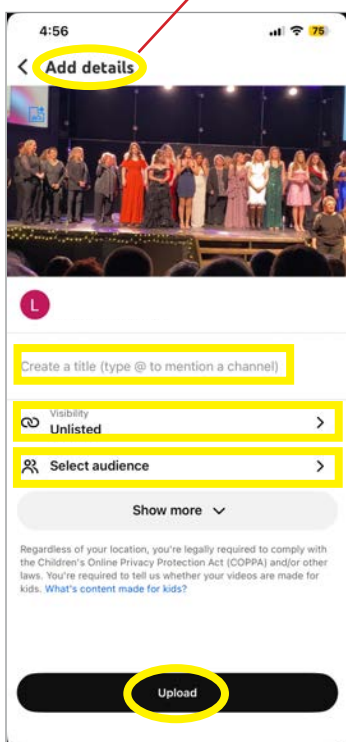
How to Upload a Video File from a Smartphone to YouTube



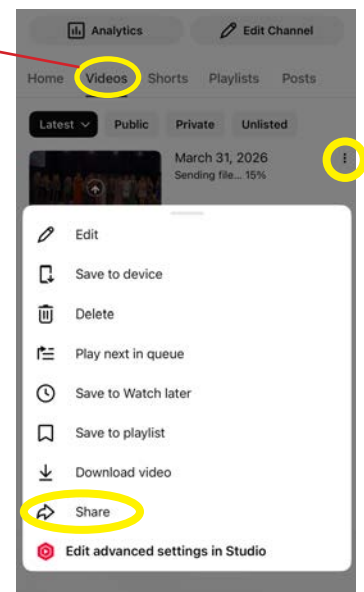
1. Open the smartphone from which the video was shot and make sure you are connected to the internet
2. Open your **YouTube app**
3. Click on the "+" icon at the bottom center of the screen
4. **Select the video** file of your pitch video
5. You will now be taken to a screen where you can "Edit into a Short" - this is not necessary or recommended as it will change the orientation of landscape videos into a portrait (vertical) orientation. Click on "**Next**" in the lower right corner
Note: you will likely get a pop-up at this point that says "Processing" - you will need to wait for your video to finish processing before you get to the next screen



6. You will now come to the "**Add details**" screen where you will need to:
 - Type in a **title**: we recommend the title to include your business name and the name of the pitch competition you are submitting your video for
 - **Visibility**: your options are Public, Unlisted, or Private; we recommend using "Public" or "Unlisted"
 - **Select audience**: you must choose whether your video is made for kids. Please select "No, it's not made for kids" Note: Selecting this option does not mean that there is adult/inappropriate content in the video.
 - Then click "**Upload**" at the bottom of the screen



7. You now will be brought to the "**Videos**" screen of your personal YouTube channel. When the video is finished uploading, click on the **3 dots** to the right of your uploaded video and select "**Share**"



8. A pop-up screen will appear with multiple options. Select the "**Copy link**" option
9. Open the web browser on your phone; try pasting in your video URL to make sure the link is properly working and your video comes up

10. Go to bit.ly/wwbicpitchvideo or scan the QR code at right. When you get to the "YouTube video URL" field, click Ctrl+V or right click and select "Paste" to populate your video URL into that field

