



Video Pitch Guidance

As a reminder the final submission consists of two parts:

1. A completed business plan workbook (a word document & a PDF version)
2. A 2 minute video pitch (as a MP4, MOV., MPEG file)

The deadline for the final submission (both the workbook and pitch) is Friday 17:00 18 June 2021.

Key things to remember

- **Time:** your pitch should be 2 minutes long (2.5 mins maximum).
- **Aim:** The pitch should not replace or recreate the business plan workbook, instead use your pitch to briefly introduce your idea and to talk about things you couldn't include in your workbook, such as the story behind your idea, what your idea means to you and the team etc. to further help the judges understand your solution and why it's important.
- **How:** You will need to record your pitch. You can get creative and use different approaches. E.g. set up a video call with your team members and record the call as a pitch or each team member records their section of the pitch and one person pulls them all together etc. More detail on how to do this is below.
- **When:** Your Team Champion will need to submit your recorded pitch (and your completed workbook) to the Amazon Longitude Explorer Prize email (explorer@nesta.org.uk) by **17:00 18 June 2021.**
- **What next:** Once you have submitted your workbook and pitch will be reviewed by the judges and the winners will be announced at the awards ceremony on 15 July 2021. **Please note: once you submit your pitch video it may be used on the website or broadcast during the awards.**

Content to include in your pitch

- Your team name and the name of your project
- The problem your idea will help solve
- An introduction to your project: what is it? How does it help people?
- What makes your product unique or different?
- How is your product going to help change the world?
- This is also also an opportunity to show how your product/service might work, E.g.
 - ◆ Screenshots or sketches of your app working
 - ◆ Show or talk through a prototype or working model being used



Recording your Pitch

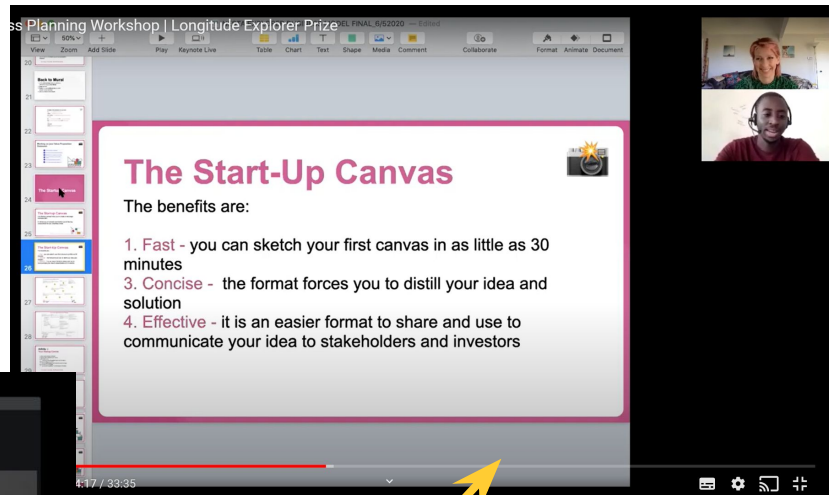
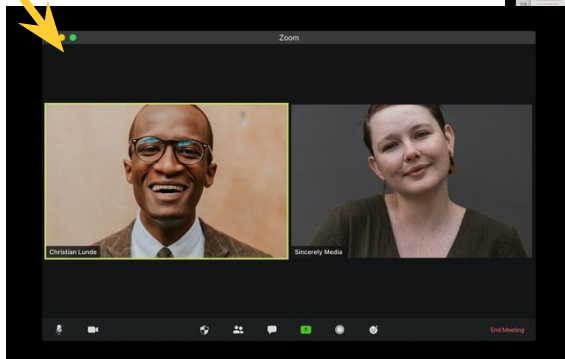
There are a couple of ways you could record your pitch, for example, through a video conferencing software like zoom/teams, recording each person's part individually or recording it as a group as though you are delivering it live. We encourage you to be creative!

Record an online meeting

You can use any online meeting tool like **Microsoft Teams, Google Meet, or Zoom***

** If you are using Zoom make sure you ask your team champion first & set up the meeting with a password*

You can simply start up the meeting, and record the session as you give your pitch.



You can also share your screen - If you have a presentation you would like to use, most online meeting tools will allow you to share your screen)

Remember - you don't have to use your camera or record your face, you can make a recording of your voice alone but try to give the judges a sense of the team behind the idea!

Record your pitch using a camera or phone & voice overs

Ask your Team Champion to record you delivering your pitch as though you are doing it live for the judges using a phone or camera. If you are not able to all be together then you could also record your parts individually.

You can then put this together or edit it using free online video creation and editing platforms like:

- **Canva** - <https://www.canva.com/>
- **Adobe Spark** - <https://spark.adobe.com/>
- **Loom**: <https://www.loom.com/signup>

If you choose not to use a video of yourself, you can also use platforms like these to create voice overs.

Why not try using a combination of the online video calls and the video editing and creation platforms?



Crafting your Pitch

Use the workshop and resources available to you!

- Book a 1:1 Pitching support session (your Team Champion will have the details of these)
- Watch or participate in the pitching workshop as part of the Enterprise Academy on the 20 May 2021. The recording and resources will be available after on the website:
<https://longitudeexplorer.challenges.org/finalists/>
- Use this [guide to help structure your pitch](#).



Top tips



1. Think about what excites you the most about your project!

Why do you want to solve this problem and help your users?

2. Consider who your audience are!

In this case, your audience will be the Amazon Longitude Explorer Prize judges. The judges will want to hear more about who you are as a team, what your experiences have been, and why you care about your idea.

3. Body language is still important

Even with a video pitch think about your body language as this can change how you feel about the experience. Check out [this video](#) for more.

4. Teamwork is part of the judging criteria

Make sure every team member has a part to play in the pitch in some way or another.

5. Keep text to a minimum

If you use a presentation, don't have too many slides with lots of text as it can be more distracting than helpful.

6. Practice, Practice, Practice!

Make sure you can keep to time and feel comfortable pitching by doing lots of practice.

