

Tips for preparing your pitch video

You can only make one first impression

People judge others and their ideas quickly. Really, really quickly. The research we've seen varies, but none of the figures go beyond 30 seconds. So getting it right is critical. If you get it wrong you may lose potential investors before you've really started. With this in mind, make sure you consider the following points when preparing your video or pitch animation.

- The first frame of your video often acts as your thumbnail / preview – think about what people will see
- Try and build a connection with the viewer – show your passion, professionalism and personality
- Make sure you're dressed appropriately – if your end users / clients are professionals, dress smartly
- Check what's in the background – something may seem small to you, but investors may view it as ignoring the details
- Check your spelling thoroughly – don't kill a great idea with a random apostrophe on the first frame

Preparing your pitch video or animation

Keep the video or animation short – three minutes is plenty. After this, people are likely to switch off so you have a small window of opportunity to stand out.

You can do this by telling your story in a clear, memorable, passionate and professional way. Whatever you do, use everyday language as people need to understand you quickly and clearly. And remember, the video is a direct reflection on you and how you run the business so give it a professional, high quality feel.

It's critical that your core idea is communicated effectively. Focus on the problem it solves and the value it adds rather than the technical aspects.

- The Idea – the problem your idea solves, the unique value it adds to end-users, how it does it

If you'd like to expand on the idea, consider the following:

- The Market – how big is it, what are the key trends, how will you take advantage of it
- The People – tell investors about the people behind the business
- Business Model – explain how you'll make money
- Successes – what has the business achieved to date?

If you need some help articulating your idea, you might want to take a look at the statement below. Don't repeat it verbatim, but by applying the principles to your specific business, you'll ensure the critical factors are covered.

"We have a mission and a team that is taking us there. Why? We discovered a [large problem] and solved it with a [product] that has [this amazing technology] inside. We're going to market and sell it to [these customers], using this [business model], with

[these advantages]. In particular, we're working towards [these milestones] over the next few quarters. In conclusion, this is our vision and offers a great investment opportunity. We have raised [this financing] and are asking for [this much] more."

A tried and tested method

A trick that often helps entrepreneurs decide what to keep and what to cut is to remember you are giving a three-minute advertisement for your business. Good advertisements attract qualified potential customers/investors/partners (and invites them to talk to you to learn more) and discourages those who are not qualified (and would ultimately waste your time).

It may also help if you follow the AIDA principle – a classic sales and marketing tool – when preparing your video and all other pitch materials.

A - Attention: Attract the attention of the investor

I - Interest: Raise interest by focusing on and demonstrating advantages and benefits (instead of focusing on features)

D - Desire: Convince customers that they want and desire to invest in you and your idea

A - Action: Lead customers towards taking action and investing

Show, don't tell

If you have a product make sure you include it in your pitch video or animation. Remember, the audience doesn't know your product nearly as well as you do, so showcase the 'wow' factor, but don't expect them to understand it and don't try to cover too much about how it works. You need to grab their attention with some 'sizzle', but not at the expense of being shallow or flippant.

Finish with an ASK

Close your presentation with a specific request of the audience, not just 'Thank you.'

For example: *"We're big believers in our idea and we hope you are too. If you'd like to know any more, please feel free to contact us directly or ask a question in the forum. Or you can invest today and be part of the team that will bring it to life."*

Some useful resources

We have a number of partners that are able to help you out with your videos. Visit <http://crowdsphere.co.nz/get-investment/pitch-support-services/>.

Inspired to start your pitch?

Visit crowdsphere.co.nz or call us on 64 4 974 9269.