

# Video Pitching Toolkit

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Chapter

director

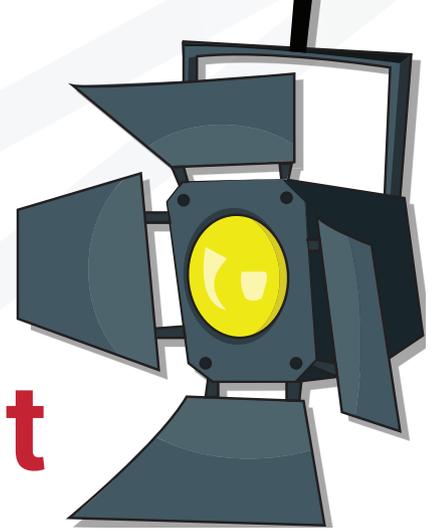
entrepreneur

cameraman





# Welcome to the Video Pitch Toolkit



Creative Momentum project's Video Pitching Toolkit (VPT) is a support program for entrepreneurs in the field of the creative industries. If you are reading this, you have been selected as a participant in the Video Pitch Toolkit support program.

Welcome aboard!

This toolkit shows you step by step how to start planning a pitching video pitch. The toolkit includes articles, graphics and videos that guide you on your journey to brainstorming and writing your own video pitch.

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*A pitch is the most common way for entrepreneurs to sell an idea to new investors, clients and for a big audience. It is a short and time saving sales speech. The pitch length is, on average, 2 minutes.*



## What is pitching video pitch toolkit?

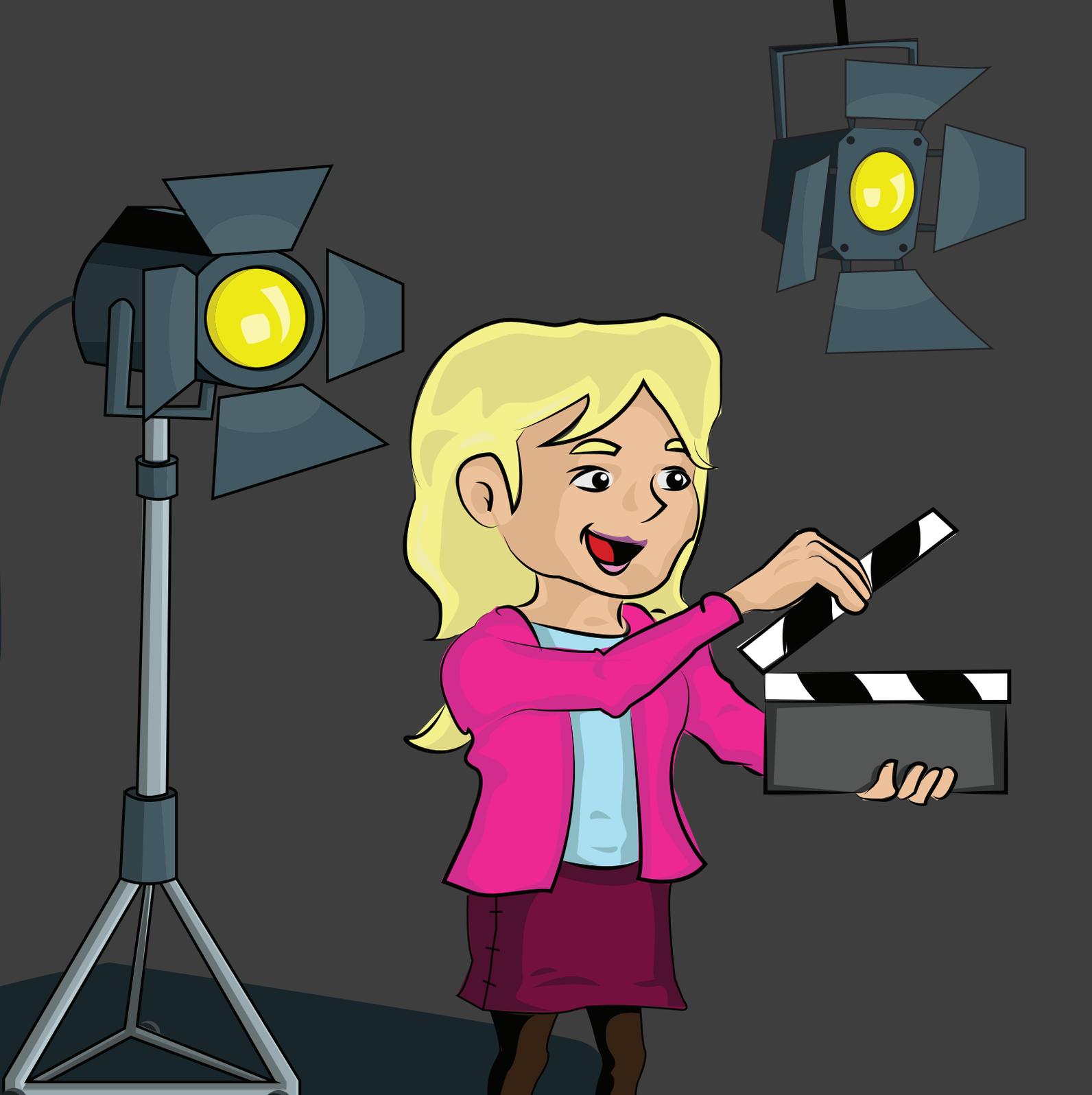
A video pitch toolkit (VPT) is a method for creative enterprises for making effective 1-3 minute video pitches. Ten enterprises will also be selected to produce their pitch videos (up to 50% of the total costs). Participating regions (WDC, CBC, LUAS, ME) will organise an open call for applications for Vouchers in each region.

## Who is being targeted?

The VPT target groups are creative SMEs and startup companies who need a video pitch to showcase a product or service for example to an international financier. The VPT also provides guidelines for AV-media companies to create a service for a potential customers.

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*A pitching video is a cost effective way for a marketing company or startup. A pitching video is not a presentation video or classic commercial, but it certainly has the same elements as those. A pitching video is more strictly for a customer and is a very straightforward product that introduces an entrepreneur, company, product or service. The length of a pitching video is the same as a normal pitch.*



## **What will the video pitching toolkit do?**

It is a creative tool to develop video pitches which can be used as transnational marketing and promotional material.

- It guides how a 'pitch video' should be produced/scripted in an easy to follow way.
- It includes 10-15 vouchers for creating a pitch video for companies.

## **Why is it being implemented?**

A pitch video is an effective and convenient marketing tool to share via the Internet to the selected target groups. The video format provides the possibility to visualise the pitch, thereby giving more opportunities to showcase the product/service visually. For a service provider, it can create a whole new target market.

## **The VPT also helps to:**

- guide/help companies to make good quality pitch videos cost effectively.
- increase the quality of marketing material in the creative industries.
- increase the possibilities to connect with the international markets.



## How do you use this toolkit?

1. First, you make your own pitch. There are plenty of ways to make a good pitch and this toolkit offers one of them.
2. After your speech is complete, you can use the Video Pitching Toolkit for drafting your pitch video.
3. Choose 2-3 potential video production companies to work with. Creative Momentum will call these production companies and one of them will be chosen for you. A video production company will also provide ideas and ways to make a perfect video for you, but the final pitching video will be based on your ideas.

We encourage you to search for ideas for a pitching video from the Internet. Here are some sources:

- <http://magicmediaforce.com/5-simple-steps-to-make-a-great-video-pitch/>
- <https://go.indiegogo.com/blog/2010/12/6-tips-for-a-good-pitch-video.html>
- <https://www.inc.com/stephen-key/the-best-way-to-pitch-a-potential-licensee-create-a-video.html>



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