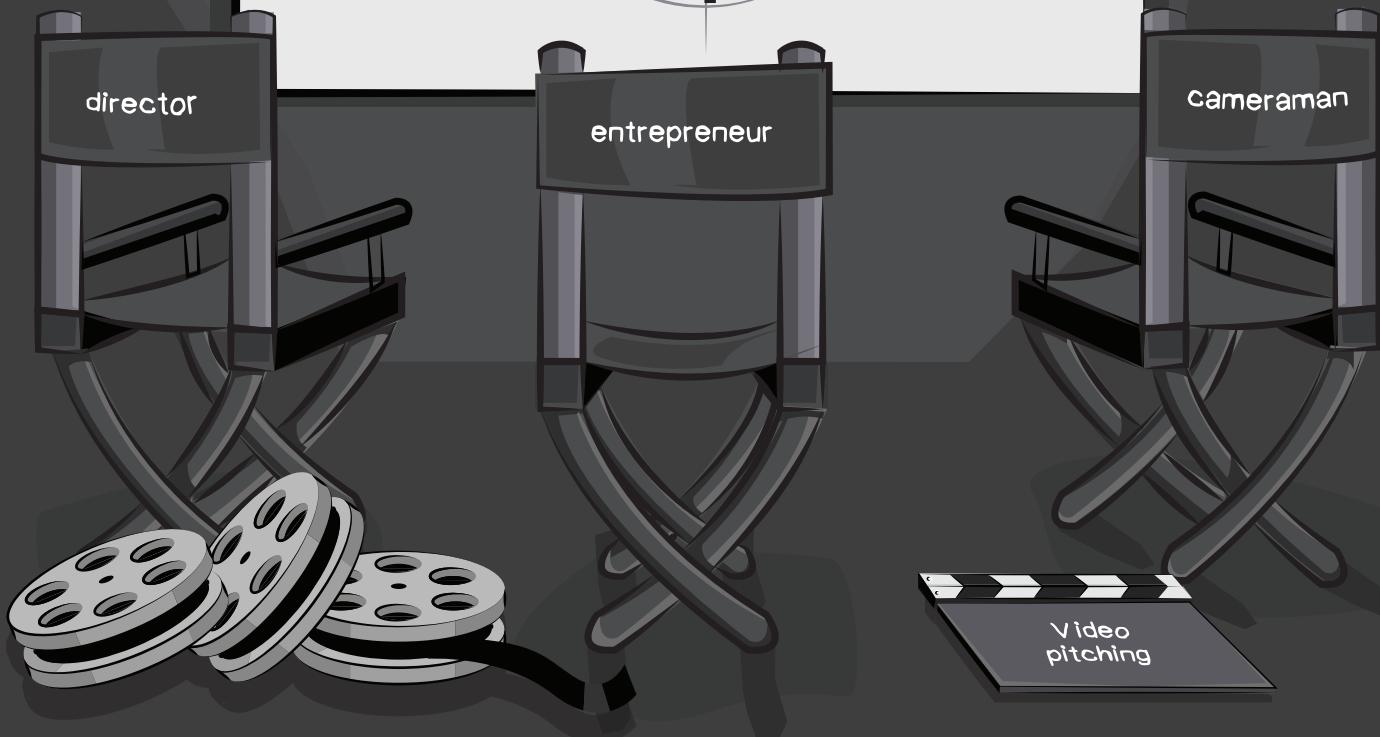


# Video Pitching Toolkit

## 2 Chapter



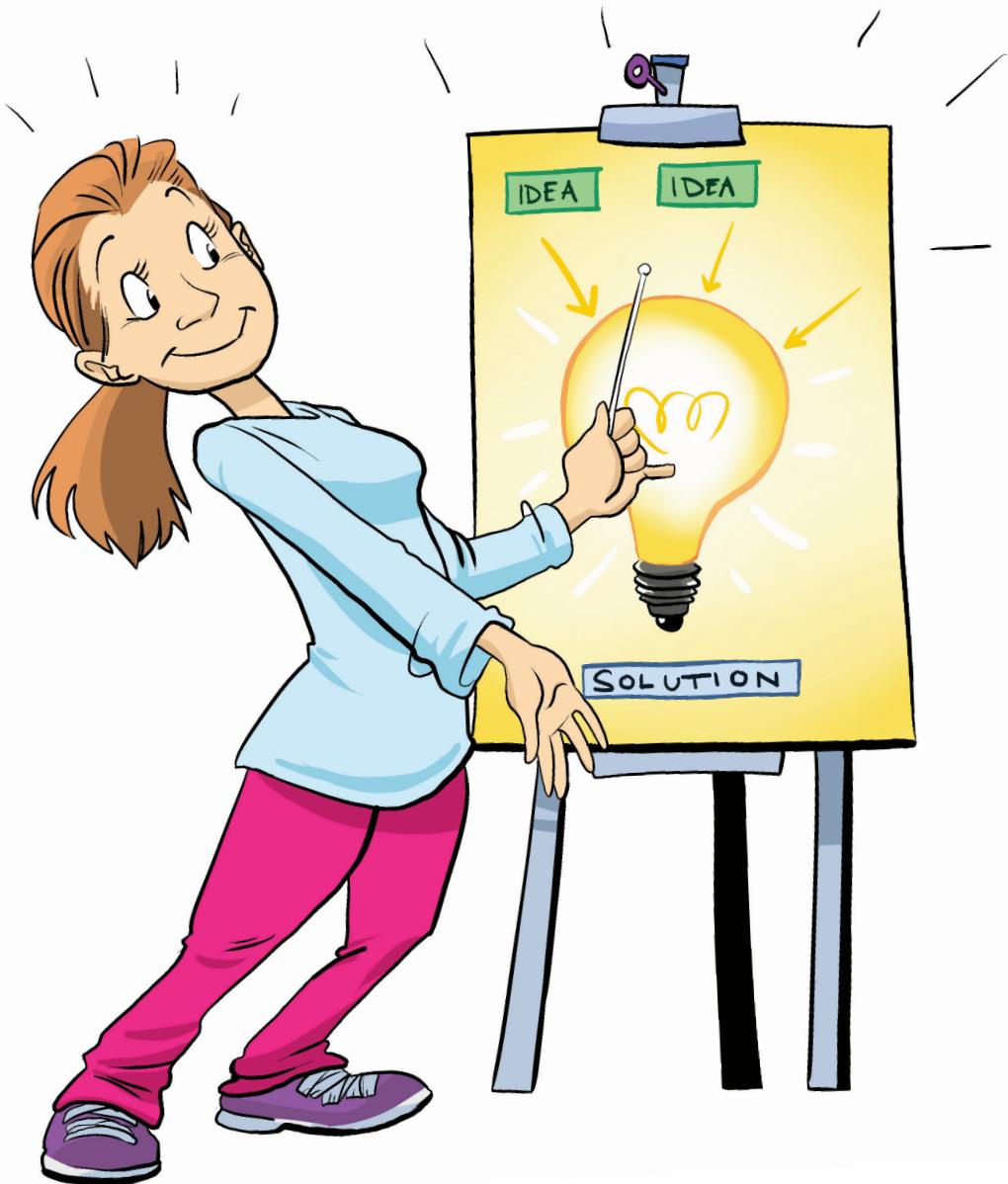


# The art of selling your idea

A pitch or elevator speech is familiar from the business world. TV-shows like Dragons Den and Shark Tank have made pitching general knowledge. Nowadays, plenty of pitching events and competitions exist where entrepreneurs are giving pitches to a financier.

With the help provided by this toolkit you can write down your own pitch and develop a video based on it. When you finally have the idea for a video, you can contact the video production company from our pool/panel and start the process of making a high quality pitching video.





# Selling your product or idea by pitching

## Tips for your video pitch

Here are some tips for you on how you can improve your video pitch.

**A pitch speech is based on you and your goals.** Write down your skills and strengths. Analyse your dreams and goals. Figure out what makes your company unique and important. When you get the answers to these questions you can start working on your pitch script.

**Pay attention for to your audience.** Get to know your customers and target group needs. Notice also that there are other people who might listen to your pitch. Try to deliver something new. Don't state the obvious or speak too long. Try to be practical.

**Be Clear.** Try to avoid complicated terms. Everyone should understand what you are doing in business and why you have built your company. Even though you're not approaching your target group, these people may spread the story about your company.

**Express your idea in one sentence.** When you are pitching you are fighting against time and the interest of your listeners. The faster you can get your listener's attention, the better.

**Prove that you can offer the best product/service.** This might be difficult but it is your ultimate goal. A pitching video must convince the audience that YOU (or your team) are the best on the market.

**Introduction, first: what is the problem that your company/product is solving?** This is a classic pitch tip, and it is very effective. Casual examples are accessible way to convince your listeners.

**Your story.** Offer a story, not a simple pitch. Storytelling is a very important and successful way of getting people's attention.

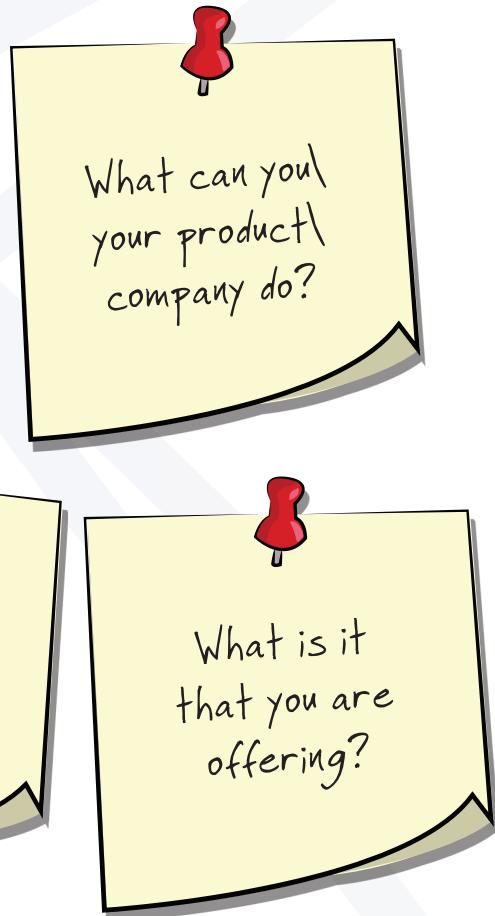
**Why are you doing in your business? Why is your product successful?** By answering these two questions, you will show that you and your company are 'the real deal' and you know exactly what to do. You will gain trust.

**Be excited and get your audience excited too.**



# Key points in the pitch

Four questions that the pitch must answer:



## Structure of a “common” pitch:

- Introducing yourself
- Introducing the problem/need
- Your solution to the problem
- Showing the effects of your solution
- Conclusion



# a creative momentum project

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