



KICK START: BUSINESS IDEA COMPETITION

3-Minute Video Pitch
Competition Guide

3-Minute Video Pitch - Overall Guidance

Video Length

As stated above, your recorded video pitch should be 3-minutes long. The video can be slightly under 3 minutes, but we do suggest trying to use the full 3 minutes if possible. Please do not submit anything longer than 3 minutes.

Recording Your Video

When recording your video pitch, please ensure that you are visible on screen and talking directly to your camera. Your video can be recorded using a webcam, mobile phone or a camera - which ever suits you. However, please ensure that your recording is of high quality, and we are able to see the video clearly throughout.

What to Include in Your Video Pitch

- Your Name (If you are entering as a team, please introduce all team members)
- Business Name
- Business Overview
- Product/Service (What you are selling?)
- What are the benefits of your product/service?
- Target Audience (Who is your product for?)
- What are your overall goals for your business for the next year?

What You Should do During Your Video Pitch

- Pitches should be 3-minutes maximum
- Pitches should be spoken word (e.g. no poems, raps or songs)
- Ensure that you are facing the front and looking directly into the camera
- You may include images/video clips throughout which will help to support your pitch
- Try to make your video pitch memorable
- Make sure to smile and have fun!

What Not to do in Your Video Pitch

- Include loud music - this will make it difficult to hear your pitch
- Too many distractions - we don't want the viewers attention to be taken away from your pitch
- Do not turn your back on the audience
- Do not go over the 3 minutes

Examples of Video Pitches

You can view video pitch examples from past participants [here](#). These videos are for **guidance only**, please **do not copy** these pitches or use the exact same business idea as this will result in your application being removed from our competition.

How to Submit Your Video Pitch

Please upload your video pitch to your application form. The application form is available on our website www.i3uws.co.uk via the competition webpage. If you experience any issues uploading your video, please contact us directly at kickstart@uws.ac.uk.

Video Questions

If you have any further questions about recording or submitting your 3-minute video pitch then please contact our team at kickstart@uws.ac.uk

Top Tips for Your Pitch!

Suggestions

Less is more: too much text and complicated graphics may distract your audience from listening to your 3-minute pitch.

Personal touches: personal touches can allow your audience to understand your business idea more.

Practice, practice, practice: Feeling nervous before you present is natural, and a little nervousness can even be beneficial to your overall speech. Nonetheless, it is important to practice so you can present with confidence and clarity. Practicing will also help you gauge the timing of your 3-minute pitch, so that you keep within the time limit. Make sure you take a couple of practice runs with your recording to ensure you are happy with the final version.

Vocal range: Speak clearly and use variety in your voice (fast/slow, loud/ soft) and do not rush – find your rhythm.

Body language: You can sit or stand in-front of your camera when recording, whatever you feel comfortable with. It is important that you never turn your back to the audience and make sure you are facing the camera. Try to present with confidence, make sure to smile throughout and enjoy this experience!

Record yourself: Record and listen to your presentation to hear where you pause, speak too quickly or get it just right. Then work on your weaknesses and exploit your strengths.



Drafting Your Pitch

How to prepare your pitch.

Write for your audience:

- Avoid jargon and academic language.
- Imagine that you are explaining your business idea to a close friend or fellow student who knows nothing about your business.
- Convey your excitement and enthusiasm for your business idea.

Tell a story:

- You may like to present your 3-minute pitch as a narrative, with a beginning, middle and end.
- You may find it easier to breaking your pitch down into smaller sections.
- Try writing an opener to catch the attention of the audience.

Have a clear outcome in mind:

- Know what you want your audience to take away from your presentation.
- Try to leave the audience with an understanding of what your business idea is, what you are selling, and why your business is important.

Revise:

- Proof your 3-minute presentation by reading it aloud, or by recording yourself to see what parts need removed or added in.
- Show your finished video pitch to an audience of friends and family before you submit, and ask for feedback on how to help you to improve your pitch.

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