How will I sell my story?

Topic: Video Pitch

Date: 18th July 2022

Guests: Anna Watkins, Mihir Sheth, Letisha Larmond

Host: Solène Anglaret

This event will be recorded and made available to you afterwards.

Closed Captions are available if you'd like to use them.

For any questions or comments, please use the chat function.

Question 19: Video Pitch – The How

You must upload your video to YouTube. It must be no longer than 3 minutes. If your video is over 3 minutes long, only the first 3 minutes will be used to assess your application.

Ensure:

- your video is ‘unlisted’ in the privacy settings > more information on how to create an unlisted video on YouTube.
- your video must remain available until 1 December 2022
- you give the link and any passwords required in your answer to this question

If we are unable to view your video or it is not hosted on YouTube, your application will be made ineligible.

If you cannot upload your video to YouTube, you must contact support@iuk.ukri.org at least 10 working days before the competition closes for advice or to ask permission to use an alternative platform.

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Question 19: Video Pitch – The What

Video must haves…

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You & Your Idea

- Introduce yourself and your business idea
- Explain how you came up with your idea
- Explain why you think it is a good idea for business

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Problem & Solution

- What problem it will solve?
- Why it is better than, or different from, what exists
- What the wider benefits are to society, the environment and the economy
- Describe the work that you have carried out already to develop your idea

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Looking Ahead

- What difference will this award make to you personally?
- Where do you hope to be in 5 to 10 years?
- Explain how you feel about becoming a role model for other young innovators

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Include any additional information about you and your idea that will help to strengthen your application

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Meet Our Guests

Anna Watkins
Founder of
Uncommon Alchemy

Mihir Sheth
Founder of
Inspiritus Health

Letisha Larmond
Founder of
Frooted

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Top Tips

Content is key

- Focus on what you say and how you say it
- Make sure to cover all points in the question

Link, link, link

- Don’t forget to add the link and any password in your answer
- Use YouTube

Be You!

- Give us a glimpse of who you are
- Do it in your own authentic style

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Thank you !

Any questions?

- Frequently Asked Questions Page (FAQs)
- Innovate UK Customer Service Team: support@iuk.ukri.org or 0300 321 4357

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