

# Top Tips: to prepare your 60-second video pitch

## Top Tips to prepare your 60-second video pitch

The video is just another tool for you to get your idea or business across to the judges and bring it to life. Here are some top tips to prepare your 60-second video pitch.

### What is an elevator pitch?

An elevator pitch is a short compelling speech designed to spark interest in your business or idea concept. It should be 60 seconds or less (about the length of time it takes to complete a lift ride to the top floor of a building) and is about 100 words or so.

### Preparation

The first key to a good 60-second video is to properly plan out your video in advance. It might seem like one-minute isn't any time at all, but you can get quite a bit of information in there if you plan carefully. Make sure you plan out what you are going to say and do on camera to get your message across. Be sure to practice a few times to see how long it actually takes. Write a short script if you need to and make sure you know it, so you are concise, speak clearly and avoid waffling.

## What should you include?

First thing to remember is that the video pitch should provide an engaging, quick and simple way to effectively communicate your business idea and an insight into the person/ team behind it in precisely 60 seconds.

## Your video pitch should cover the following criteria:



### Innovation

Tell us how your business idea will innovate in its field. Are you shaking up an existing product or service with a new approach? Why are you unique and different?



### Market Opportunity

Have you clearly defined your market? Have you considered competitors and how to deal with them? What is your opportunity for growth?



### Financial Viability

Tell us how your business idea will be financially sustainable in the future? Have you considered how the business will generate income?

## Presentation Style

Everyone has their own style when it comes to presenting and creating their pitch, but there are some top tips worth taking note of:

- **Keep it Simple.** Avoid industry jargon, buzzwords and technical language that the judging panel may not be familiar with. Speaking plainly about your idea will help to engage more people and hold their interest for longer.
- **Be clear, concise and compelling** avoid too much detail that distracts you from getting your message across.
- **Show your passion and enthusiasm** about your business or idea. The best pitches are those that are memorable, unique, engaging, and lead to further conversation. One of the best ways to accomplish this is by showing the passion you have in what you do.
- **Look and speak directly to the camera** to help you make a connection with your audience.
- **Aim for powerful beginning and ending.** Starting with a controversial statement, a question, a personal story or a problem to solve can help you stand out. You want to quickly grab the audience's attention and leave a lasting impression.

## How to shoot a good 60-second video pitch using your smart phone.

We do not expect you to produce a creative or technically professional video. You are not expected to use or hire expensive filming equipment to shoot your video pitch.

Today's smartphones are easier to use than ever, and you can turn out a video that looks practically professional with only a little practice and some tech tips.

Learn more here: <http://bit.ly/Shoot1min>



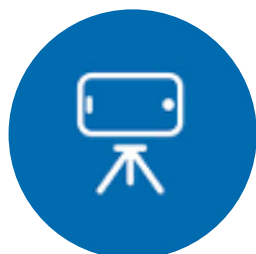
**Plan a script**



**Flip it to film it**



**Get good light**



**Stabilise your phone**



**Record your pitch**

## Useful Resources

**Good 60-second video pitch examples from Tata Varsity Pitch Alumni:**

The Washing Machine Project - <https://bit.ly/3bQjA0f>

Kitt Medical - <https://bit.ly/3WnQ5YA>

Project Stealth Tech - <https://bit.ly/2Srjum1>

Intotum - <https://bit.ly/4cGTGXv>

**Top tips** from previous year's finalists and winner of the Tata Varsity Pitch Competition: <https://bit.ly/TVP2024-TopTips>