LaunchBox | Video Pitch with Application

As part of the LaunchBox application, each team must share a 1m30s video pitch along with their application. Below are some tips when getting yours ready to submit!

✔️ Do…:

...Keep to the **1 min 30s** timeframe – a 5 minute video you’ve already done for a different competition or for your website will not strengthen your application

...Have fun and be creative with it – you can have a look at one of our previous successful video pitches here to see what we’re looking for:

https://www.youtube.com/watch?v=3PkGx0p1n5M&ab_channel=PromotionIntelligence

...Address the scoring criteria – Level of Innovation / Potential impact; Strength of Team; Plan to make it happen; Why LaunchBox?

...Think about story-telling – a pitch is much more impactful and persuasive if there’s a narrative

...Share the URL with your Application and **CHECK** the link is working before you hit submit (you can find out how to upload a private video to YouTube here: [http://tiny.cc/vidpitch](http://tiny.cc/vidpitch))

❌ Don’t…:

...Ignore the details – the word count on the LaunchBox application is limited. You should look at your video pitch as the opportunity to flesh out elements of your idea that you think are strongest and most compelling

...Include unrealistic figures. It’s fine to have projections, but think hard before including that in Year 1 you’ll have earned revenue of €25M

...Ignore the competition – it can make it seem like you don’t know the market. Instead, mention any competitors in the space in the context of ‘this is why we’re better/stronger/more agile etc.’

...Forget that the judges are looking at lots of pitches while they score applications to LaunchBox. How can you make your idea stand out?