

Appendix 2 Short guide on how to make a video pitch

Content

Keep the video under 2 minute.

Keep only relevant information such as (but not limited to)

- Addressing the problem,
- a description of the proposal,
- the project development phase
- goals
- and the market placement of the product, service, or process

Technical

- Ensure your face is clearly visible and well-lit.
- Position the camera at eye level, and centre yourself in the frame
- Ensure your upper body and face are visible.
- Use a stable surface or a tripod to avoid shaky footage.
- Use natural light or a good-quality artificial light source.
- Ensure your voice is clear and audible without background noise; consider using an external microphone if available.
- Once your video is finalized, upload it to a platform of your choice that offers non-expiring links, such as YouTube, Vimeo, Google Drive, One Drive, or Dropbox. Then, provide the link in the designated section of the portal/application form. Make sure that the link you provided is accessible.