

5. The Pitch Video

If you are seeking to raise equity, then you will need a pitch video. Keep the video short, inside five minutes if possible. Use colour and movement to emphasise key points. Introduce your management team, what your business does or will do and how you will use the funds raised. Stay away from loud music if people are speaking. Think about how the video will look and sound on mobiles and tablets.

The most important aspect of a pitch video is your passion for what you are offering. Investors invest in people as well as the businesses they are running so your pitch video needs to feature you front and centre.

For examples of pitch videos go to www.youtube.com/channel/UCSAQibLdck0H_9MSlc1sDog