

Longitude Explorer Prize Pitches 2020

As part of your final submission to the Prize you will need to submit a video pitch.

To submit your video pitch to the longitude explorer prize send it to explorer@nesta.org.uk by 12 pm, 22 June 2020

When sending your pitch to explorer@nesta.org.uk you can use any of the below options
→ email attachment → wetransfer → dropbox

What to include in your Pitch

Note: We expect teams to talk through their pitch, but videos of the team members are not necessary.

What is the aim of the Pitch?

The pitch should not replace or recreate the business plan workbook, instead use your pitch to briefly introduce your idea, and to talk about things you couldn't include in your workbook, such as who you are as a team, the story behind your idea, what the experience of working on it was, what your idea means to you and the team.

Time Your pitch should be between **2 to 2.5 minutes** long.

Content

You should cover the points below in your pitch. Remember to keep to time.

- Your team name and the name of your project
- An introduction to your project: what is it and who does it help?
- What makes your product unique or different?
- How is your product going to help change the world?
- If you would like, you can also use this as an opportunity to show how your product would work, e.g.
 - screenshots of your app working
 - show or talk through your prototype or working model being used (if you have one)

Remember your final submission can take the shape of:

A working prototype = a near finished physical product which is technically sound

A working model = a physical construct that represents what a prototype would look like but isn't necessarily made to the same scale, with the same materials or have working technology

A technical diagram = a drawing of what your prototype looks like, with annotations and explanations of how it works



Recording your Pitch:

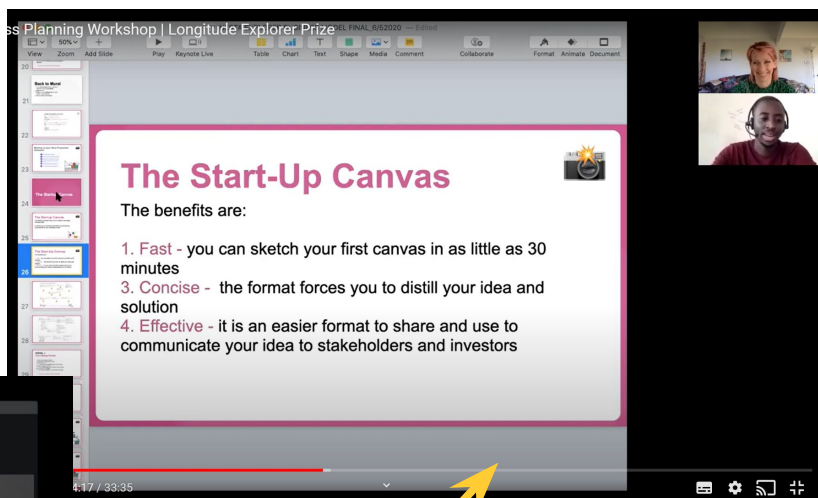
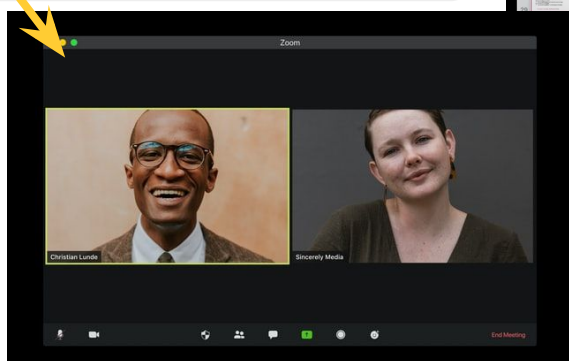
There is no one correct way to record your pitch. You can get creative with how you put it together. Below are some options that you can try out.

Record an online meeting

You can use any online meeting tool like **Microsoft Teams, Google Meet, or Zoom***

** If you are using Zoom make sure you ask your team champion first & set up the meeting with a password*

You can simply start up the meeting, and record the session as you give your pitch.



You can also share your screen - If you have a presentation you would like to use, most online meeting tools will allow you to share your screen (just like the image above from our earlier webinars)

Remember - you don't have to use your camera or record your face, you can make a recording of your voice alone

Record your pitch using a camera or phone & voice overs

Using a smartphone or camera each team member can record their bit of the pitch.

You can then put this together using free online video creation and editing platforms like:

- **Canva** - <https://www.canva.com/>
- **Adobe Spark** - <https://spark.adobe.com/>

If you choose not to use a video of yourself, you can also use these platforms to create voice overs.

Why not try using a combination of the online video calls and the video editing and creation platforms?

Remember the introduction of Canva during the webinar "Workshop 2: Marketing Strategy" delivered by the YP Collective? **You can find a recording on our website <https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finalist/>**

Crafting your Pitch



Why are you pitching?

Think about what you are passionate about, and what excites you about your idea or project?



Who is your audience?

Who are you pitching to and what are they looking for?

In this case your audience will be the Longitude Explorer Prize judges. The judges will already have your business plan workbooks, which they will read. So in the pitch they may want to hear more about who you are as a team, what your experiences have been, why you care about your idea.



Put your pitch together

Now that you have thought about why you are pitching and what your audience wants to see, it's time to put together what you want your pitch to look like.

Discuss and write down your ideas as a team, and begin to put them together around the points mentioned in the first page:

- Your team name and the name of your project
- An introduction to your project: what is it and who does it help?
- What makes your product unique or different?
- How is your product going to help change the world?
- If you would like, you can also use this as an opportunity to show how your product would work, e.g.
 - screenshots of your app working
 - show or talk through your prototype or working model being used (if you have one)

Practice - and remember to keep to time!

Other tips:



Time
Keep the time limit in mind



Your body language can change how you feel. Check out [this video](#) for more.



Focus on **images and demos** and keep text to a minimum



Teamwork make sure each team member has a part to play in the pitch.



Practice, Practice, Practice!