

A horizontal banner image showing a group of diverse young professionals in a meeting. They are gathered around a laptop, looking at the screen with interest and engagement. The image is partially obscured by a dark blue gradient background.

Entrepreneurship for the Creative Industries 21/22

Video Pitch Template

THE IDEA

- What business do you propose?
- Why?

MARKET / COMPETITION

- What market?
- Who are the players?

VALUE PROPOSITION

- What's your advantage?
- Why should a customer buy from you?

REVENUE MODEL

- Where's the money?
- How do you get paid?

IDENTITY

- Who are you?
- Skills, experience

BUSINESS MODEL

- Your legal structure
- Your governance / management structure

PROFIT / LOSS PROJECTION

- What year will you make a profit?

FUNDING REQUEST

- Cover your losses until profits come

INVESTOR'S RETURN

- Debt?
- Equity?
- Other?

EXECUTIVE SUMMARY

- What
- Why
- How
- Who?
- How much?