

SUPPORT PROGRAMME «INNOBOOSTER»

GUIDELINES ON PREPARING AN ELEVATOR PITCH

ELEVATOR PITCH VIDEO: 3 MINUTES

1. Content-related aspects

- What problem does the project address? What solution does the business case offer?
- Unique selling point (USP): In what way is my business case creative/original/innovative?
- On what basis (research, IP, patent) is the business case built?
- Where and how is the innovation to be implemented (in society or on the market)?
- What is the intended effect?
- How can «InnoBooster» accelerate the market entry of your business case?
- Which entrepreneurial qualities make me and my team suitable for the business project?

2. Dramaturgic aspects

- A good video requires preparation: the spoken text must be written beforehand in form of a script, and roles allocated if several people are involved.
- Choose a suitable location/background.
- The presentation should be attractive and easy to understand. Long sentences should be avoided.
- As well as the content, personality is also important: authenticity, self-confidence, eye-contact, enthusiasm for the idea.
- Use pictures sparingly and deliberately: prototype, market potential.

– 3. Technical aspects

- The video should be in a format supported by YouTube (standard).
- Please send the video by the applicable closing deadline to jacqueline.grollimund@grstiftung.ch (Project Monitoring/Controlling). Services such as DropSend or WeTransfer can also be used.