



Ask a friend to shoot your video, but remember: hold the device horizontally!



Don't have a busy background, look for neutral colours, no distracting objects.



The ideal frame-up shot is head-and-shoulders, with eyes about central.



Ensure no loud noises, machinery, traffic or distracting sounds in the background.



You can even shoot it on your own, but ensure to see your eyes & face clearly.



Have fun, investors want to see your personality! Stick to 90 seconds MAX!

WHAT NEXT?

It is a good idea to build your **ELEVATOR PITCH DECK** first, before you actually shoot your video. Be sure to fill in the *Pitch Deck Form* on our site, that'll help you shape your thoughts.

The form will also help us build your slides in the background. Remember, we'll put it all together in a slick clip for you!

NEXT, follow these tips to shoot a great video - personality is KEY. Relax, be yourself and tell the story of your business, from your heart.

THEN, please upload your video to **YouTube** and send us the URL (You can adjust settings to UNLISTED) or send the clip (MAX 2GB) via **WeTransfer** to **info@mybigsmartup.com**