

HKMU Startup Fund Video Pitching Guidelines

Basic Requirements

1. Video length: within 5 minutes
2. File type: MP4
3. Resolution: 720p or above
4. File name format: Company Name_Video Pitch (e.g. ABC Company_Video Pitch)
5. Language: English is preferred; however, the use of Chinese (Cantonese or Mandarin) is acceptable if necessary.

Recommendations

1. The video should be of good visual and audio quality.
2. The applicant(s) must appear on camera for the pitch. The suggested layout of the video is as follows:
 - a) **Introduction (30 seconds)**
 - Introduce yourself and your team briefly. Mention your roles and relevant experience.
 - b) **Problem & Solution (1.5 minutes)**
 - Define the issue you are solving and its significance;
 - Explain how your offering addresses the problem. Highlight unique features or benefits that differentiate it from competitors.
 - c) **Business Model (1.5 minutes)**
 - Explain how revenue is generated and illustrate potential for growth;
 - Current market size, your current positioning and future potentials.
 - d) **Traction and Milestones (1 minutes)**
 - Share any early successes such as customer acquired, revenue generated, partnerships, or pilot programs, etc. Highlight key milestones achieved so far.
 - e) **Financial Projections (30 seconds)**
 - Present realistic financial projections and funding requirements;
 - How the funding will be used if your company is selected.
3. The video should be uploaded to either Google Drive or OneDrive, along with all necessary supporting documents. The link to the video should be set to public, allowing anyone with the link to view it.