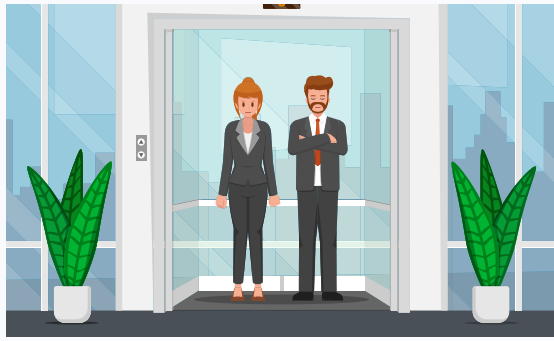


NSW Bushfire Response Mission

Creating your technology video pitch

Your video pitch submission

- It should provide a quick and captivating overview of your company and your technology objectives are and why you are an ideal applicant for the Bushfire Technology Pilots Program.
- It can take time to perfect your pitch. Try a few variations until you find one that addresses everything that you wish to convey about your company and your technology in an interesting and time effective way (Remember that your video must comply with the 5-minute instructions).
- Your pitch should first and foremost excite you. After all, if you're not excited about what you're saying, your audience won't be either.



Tips for an effective video pitch

1. Identify your objectives

- Start your pitch by identifying your goals in participating in the program and trialing/piloting your technology while partnering with NSW government end-user agencies.

2. Describe what you do

- What do you want the grant assessors to remember most about your company and your technology?
- Focus on the problems that your technology has the potential to solve.
- Include information or images that demonstrate the value of what your technology can do.



Your pitch could include:

- What is the problem you're solving?
- How do you solve it?
- What is the technology underpinning your solution?
- Who is the end user?
- How does NSW benefit from this solution?
- What is the state of development?
- What would a pilot involve?
- What are the risks/unknowns and how do you address them?
- What are the next steps post pilot?
- Who is your team?

3. Convey your unique selling point

Your video pitch should also convey your unique selling point.

Determine what distinguishes you, your company, and your technology from the rest.

4. Engage your audience

How can your technology improve the way in which NSW government agencies involved in bushfire and management and response work?

5. Combine Everything

Put everything together once you've finished each section of your pitch. Read it aloud and time how long it takes.



Video pitch don'ts!

DON'T wing it! Practice your pitch before recording.

DON'T go too fast or include too much information. You really need to keep it short and engaging, include only what's absolutely necessary.

DON'T assume your audience already knows the details of your business or brand. Do your homework and know your desired audience.

DON'T forget to let video work for you! Visuals are key to delivering the details in such a short time.