

# Checklist: Video presentation



## Practical matters

- We want a simple video where you answer the questions below. Film yourself with your mobile.
- Save your video using a storage service like Dropbox or OneDrive, or as an unlisted video on YouTube. Copy the link and paste it into the application form.
- English or Swedish? Choose the language you feel most comfortable with.
- The video will only be used internally by the assessment team when selecting the companies for pitching. Keep in mind that what is decisive is your glow, your commitment as well as the business idea itself rather than the picture quality of the film.
- The video may be no longer than 7 minutes.
- Write a short pitch (max 550 characters) and attach your logo to the application form.
- If you're accepted, the pitch and logo will be published on [amatch.org](http://amatch.org).
  
- **Apply, including film and pitch, no later than March 14.**

*We might take a business credit report and conduct a customer awareness survey of your company in connection with the assessment work.*

## The contents

Let us know about:

- **You and your team**  
Tell us about you and your team: past experience, maybe cutting-edge skills.
- **The product or service**  
Very briefly, what is your product/service and what problem does it solve? How does the product / service contribute to sustainable development?
- **The uniqueness of your product or service**  
What is unique about this solution, and do you hold a patent or other IP rights? Do you have a so-called "First mover advantage"?
- **Your business model**  
Very briefly, how do you intend to make money from this product or service? Are you in the market today? Do you have paying customers?
- **The market for your product or service**  
How big is the market, where can it be found and who are the intended customers? If you've identified early adopters, please describe them and how you plan to reach them. Through which channels is the product or service to be sold?
- **Your need of new capital and why**  
How much capital is needed? For what will it be used?
- **What will be your next step** after a possible investment?
- **To sum up** – let us know why we should pick you as one of the pitching companies at A-match!

Good luck!