

# Video Pitching Toolkit

**Final**  
report

director

entrepreneur

cameraman

Video  
pitching

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Saila Puukko

# Foreword

a Creative Momentum project has focused on the development of the creative industries sector in regions across the Europe`s Northern Edge. The studies conducted during the project has identified five common challenges in the creative sector, which are:

- majority of creatives are sole traders or micro-enterprises
- the capital city dominates
- limited networking & knowledge sharing opportunities
- small-sized local markets
- online potential, but not fully developed.

Nevertheless, the Northern Periphery Area (NPA) is seen as growing a creative and cultural economy with unleashed potential. Economic and Social Impact Assessment conducted by the National University of Ireland, Galway, indicates that there is a growing number of creatives working in the region and some of them are already exporting (Collins, P., Murtagh, A. and Breen, B. 2018). Still, there is a lot to be done to support creative industries sector in the NPA.

One of the development activities in a Creative Momentum was the Video Pitching Toolkit (VPT), which was developed to bring creative products and services to international markets and to connect enterprises transnationally for new business opportunities. This means more exporting by utilising the online potential.

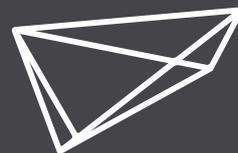
Lapland University of Applied Sciences coordinated the activity based on the experience from the InnoFun project (Interreg IVC, 2012-2014). InnoFun was developed to improve regional policies on innovation funding by producing i.e. Digital Pitch Videos for small and medium sized businesses. The aim was to bring financiers and innovators, with complex ideas, closer to each other by using audio-visual elements and digital distribution to overcome long distances (Haase, 2014: 17).

VPT activity was built upon a Toolkit guiding entrepreneur on developing an effective 2-minute video "pitch" that can be used as marketing and promotional material. Partners from Northern Finland, West Region Ireland and Southeast Northern Ireland were providing support for producing the pitch video for a number of companies (up to a max. 50% of the expenditure). These videos were made in order to have a demonstration effect.

The common evaluation criteria were used to select supported enterprises in each region.

In this publication, we give an overview of the development of a VPT along with demonstration videos. The following articles will go through the development process and the key findings of the activity. We have also included the actual "Toolkit" inside this publication.

We hope you enjoy reading this project report.



## **a creative momentum project**

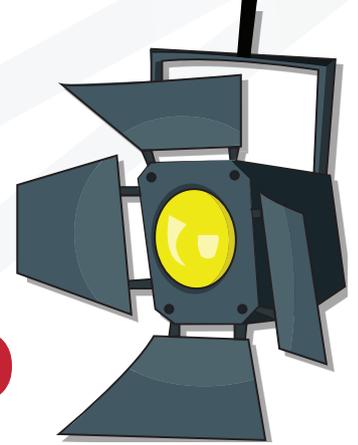
creative momentum project carried out was a 3-year, transnational project co-funded by the EU Interreg [Northern Periphery and Arctic \(NPA\) Programme](#).

The project was implemented in Central Sweden, Northern Finland, South East of Northern Ireland, West Region Ireland and Northeast Iceland.





Henri Finström



# Creating the Video Pitching Toolkit

## Introduction

This report will go through the process of creating a Video Pitching Toolkit (VPT) and implementing the support programme to create demonstration videos in participating regions. The Toolkit was created in 2016-2017 as the result of data gathering from AV-production and marketing experts. The actual production of demo videos was made in the end of 2017- Spring 2018.

Under VPT Activity, selected creative entrepreneurs were supported in having a pitch video produced. Creatives working in

- Arts,
- Crafts,
- Design and
- Media & Technology

and based in

- Northern Finland,
- South East of Northern Ireland and
- West Region Ireland,

had the opportunity to apply for support to produce a pitch video (max. 50%/€1,500 of the total costs). The productions were made by professional Video production companies. The application-form was online in MyCreativeEdge websites.

The Activity was coordinated by Lapland UAS (Northern Finland). Partners from Western Development Commission, WDC (West Region Ireland) and Armagh City Banbridge & Craigavon Borough Council, ACBC (Northeast Northern Ireland) contributed in the development work.

VPT involved developing a process and guidance on how a 'pitch video' should be produced, content-wise. The Toolkit included videos and articles about the pitching and production process. It also guided production companies to offer video pitches as a service. [The Toolkit has been available on MyCreativeEdge since July 2017.](#)

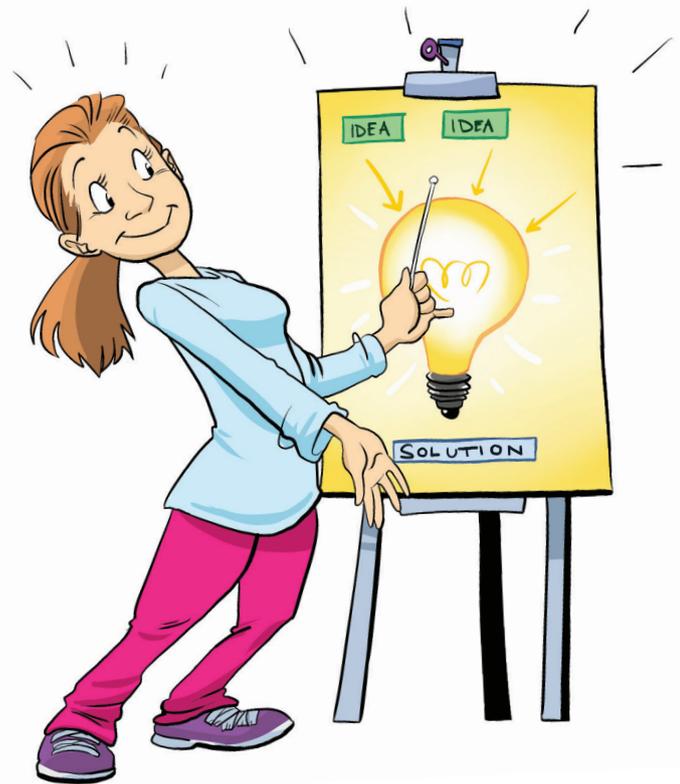
Pitching is a short presentation of an idea or product/service that explains the concept in a way that any listener can understand it easily. A video pitch is done via a short video rather than in person. In this activity, the pitch video is not only for financiers, but can also be a promotional video for national or transnational customers and business partners.

Certainly anyone can create a video pitch. Making a video in professional way is an option when an entrepreneur doesn't have enough expertise or interest in developing a video. To support cost effective, but high quality productions, the project motivated creative entrepreneurs to participate in the screenwriting and overall planning of the video.

As part of the support programme, project coordinators decided to organise an open call for a Pool of Video Production companies. Selected production companies were ready to provide services for applied creative entrepreneurs or "clients". The actual call for tenders was organised after selecting the creatives for a support programme. Every creative entrepreneur, supported by a pitch video, needed to provide a minimum of 50% of the total costs.

It was positive to note that the opportunity interested many creatives enough to apply to the open call. Overall, 30 creative enterprises applied to the support programme. In addition, 25 production companies were selected for the Production Company Pool. Despite the high number of applications, only 2 videos were produced, mainly because of a lack of time and resources.

The Video Pitching Toolkit is a part of this report. We hope that the toolkit can give guidance to enterprises plan-



ning a pitching or marketing video. The development process and data gathering definitely gave the project team more ideas and knowledge about creating a video pitch.

## Process of developing the Video Pitching Toolkit

### Idea – origins of toolkit

Development of the content for Video Pitching Toolkit started in spring 2016 with participating project partners. The coordinators of the activity were Henri Finström (Lapland UAS), Pauline White (WDC) and Niall Drew (ACBC). The coordination of VPT Activity was done by Lapland UAS.

In the beginning of the development process, it wasn't crystal clear as to how the toolkit would eventually look. Should it concentrate also on how to shoot a video pitch with a smartphone? Or to focus more on different production techniques and visual elements to make it more attractive for customers, business partners and potential financiers.

Today's technology gives possibilities to shoot your own video pitch with a single smartphone, but it shouldn't be too expensive to get a professional video either. In the end, a well-planned, high-quality video can last longer and attract more visitors on social media.

Eventually it was decided that VPT should guide creatives towards content planning. Understanding the video production process is also important when planning a script for a video pitch. Professional, but cost effective, videos were the main aim.

First, we needed to gather data about creating a persuasive pitch. Secondly, we needed to know how to convert a speech pitch into a video pitch at a low cost. The Toolkit was developed to guide creative entrepreneurs to focus on the content, script and style of a video.



### What is meant by video pitch?

Pitching is a short presentation of an idea, product or service that explains the concept in a way that any listener can understand it easily. A video pitch is done via a short video rather than in person. In this activity, the video pitch is not only for financiers, but can also be a promotional video for transnational customers and business partners.

Realising what the main message of the video is saves both time and money. This will also save the production company's time and eventually can affect the final price-tag of the video pitch.

## Starting by gathering data

When starting to build the toolkit, there was not enough information about how to create a speech pitch or video pitch in a project context. It was decided to collect information by interviewing a variety of experts from the fields of marketing and AV-media.

Starting the process: Lapland UAS coordinated the content creation by interviewing experts and professional speakers in Tornio, Barents Re-union event (May 2016). The project team leading the content production comprised Henri Finström and Timo Puukko.

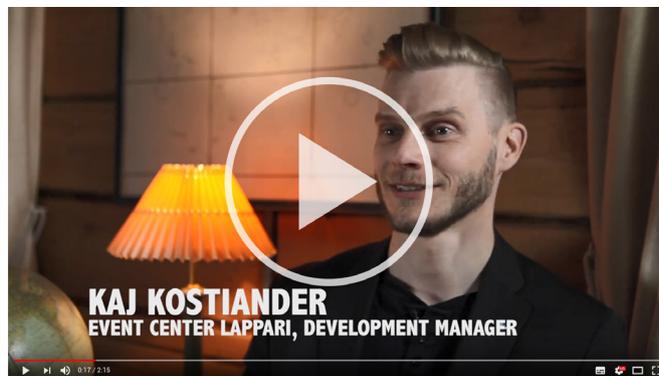
The professionals interviewed were Jonas Kjellberg; one of the developers of Skype, Julius Oförsagd; the founder of Arctic Design Week, Henkka Hyppönen; a Finnish TV-person, Kaj Kostander; Director of Tornion Panimo and Tomi Sipola; Kemi Tourism Ltd.

The aim was to find out the elements of a good speech pitch. As a result of those interviews, the team published a 2-3 minute video which was shared on MyCreativeEdge websites and social media:

[Tips to deliver a persuasive video pitch \(24 May 2017\)>](#)

Interviews gave information about the ways to make a speech pitch and to present it. The collected content was not only about pitching in itself. There was also a need to know more about the essential points of a speech pitch, before jumping into video production.

The knowledge gathered from these expert-in-interviews created the base of the idea of the Video Pitching Toolkit.



Read more about Barents re-union interviews  
[Watch video here>](#)

## Contribution of Pitch experts

Data gathering continued by interviewing two experts on 2016. Antti Sipilä from OneMinStory; the one minute video company and Marsa Bäck, CEO of the Finnish speech & communications Ltd.

Interviews with Sipilä focused on how a production company sees the pitch as the content of a video and about the different ways how a creative entrepreneur (=client) and production company (=service provider) can work together efficiently.

Marsa Bäck focused on the subject of making an impact in just one minute. In addition to the specific ways to build a speech pitch, there was clear demand on increasing the knowledge on how to speak and act in front of the camera. Bäck shared her thoughts about pitching, giving speeches and a five-step marketing speech. That five-step marketing speech was later used in the VPT pilot-video made for Urbanid 3D, Zoltan Fodor.

Both interviews were later published as part of the Video Pitching Toolkit.

[An article written on MyCreativeEdge from experiences from Bar-ents Reunion \(25 Oct 2016\)](#)

## Pilot video for Urbanid 3D

In September 2016, the production of a pilot-video was launched. The video was based on the data already collected. Henri Finström and Timo Puukko made the video together with Zoltan Fodor (Urbanid 3D) with the help of SmartSet green-screen studio. This process is described in Video Pitching Toolkit, Chapter 4.

The video was made in order to test the video pitching process and gather experience. The pilot video was also used later in the promotion of the VPT support programme. Overall, as part of the research, the video was useful and worked well for multiple purposes.



Photo Henri Finström

# URBANID

Photo Zoltan Fodor

## Workshop as a testing platform

Developing VPT content continued in December 2016 with a workshop that was organised by Lapland UAS in Tornio. The workshop was targeted at regional creative entrepreneurs, but it was partially streamed online. The workshop was facilitated by Antti Sipilä (OneMinStory). He also had an opening presentation about the idea of a video pitch.

OneMinStory is a well-known video production company located in Southern Finland. It creates media for customers from different industries. The basic idea is to make short videos for marketing and communication needs.

[The workshop was promoted via MyCreativeEdge websites 7 November 2016.](#)

[The experiences from the workshop were also recorded on 19 December 2016.](#)

### Programme:

- 09.00 - 09.30 Welcome and introduction, Saila Puukko, Project coordinator & Henri Finström, Project worker
- 09.30 - 10.00 DEMO case, Zoltan Fodor @ Urbanid 3D, VPT-team
- 10.00 - 11.00 Creating a product launch or a pitch video – Presentation by Antti Sipilä, Co – Founder & CEO, OneMinStory
- 11.00 - 11.45 Lunch
- 11.45 - 15.00 Planning a product launch or a pitch video – Workshop by Antti Sipilä
- 15.00 - 16.00 Conclusion, feedback and ending the day



Photo Henri Finström

## Publishing the Video Pitching Toolkit

In Spring 2017, Lapland UAS's developing team started to write content for the Video Pitching Toolkit. The aim was to make a simple and straightforward series of various articles, videos and documents. The team didn't want the toolkit to be too detailed, but rather a tool that is easy-to-use for many different situations and target groups.

Before publishing the VPT, developing team made a series of instructional videos about how to make your own video pitch. You can find the videos on YouTube and the [MyCreativeEdge website](#). The following videos were published on 10 July 2017.

**Step 1:** [What is a video pitch?](#)

**Step 2:** [How to prepare a persuasive video pitch](#)

**Step 3:** [Developing your video pitch](#)

**Step 4:** [Working with a video production company](#)

## Marketing of VPT

It was positive to note that creative companies were interested in producing a pitch video. Overall, 30 creatives applied to the first open call. Eventually, 23 applications were selected to be supported. All the applications were evaluated using pre-agreed, common evaluation criteria as follows:

- a. Current level of development of business 30%
- b. Benefit of a 'video pitch' for the business 30%
- c. Plans for the production and use of the 'video pitch' 30%
- d. Overall quality of the application 10%

After submitting the application form on MyCreativeEdge, each supported creative enterprise was expected to provide a State Aid statement.



1  
Tell us about yourself and your business?

2  
What need within your business would be addressed through a new pitching video?

3  
How could a professionally-filmed pitching video benefit your business?

4  
Do you have ideas for the content, visual style or mood of the pitching video?

5  
Where would you plan to use the pitching video?  
(e.g. social media, TV, crowdfunding (e.g. Kickstarter), Fairs, face-to-face pitching for investment...)

6  
Which markets do you plan to target through a pitching video?

7  
What previous experience, skills and services are you most interested in from the video production company producing your pitching video?

8  
How will you measure the performance/success of using your pitching video?



Questions in the applications

# Companies that participated into Video Pitching Toolkit support program

The number of applications varied regionally. Northern Finland received only 2 applications, whereas Northern Ireland received 16 and West Region Ireland received 12 applications.

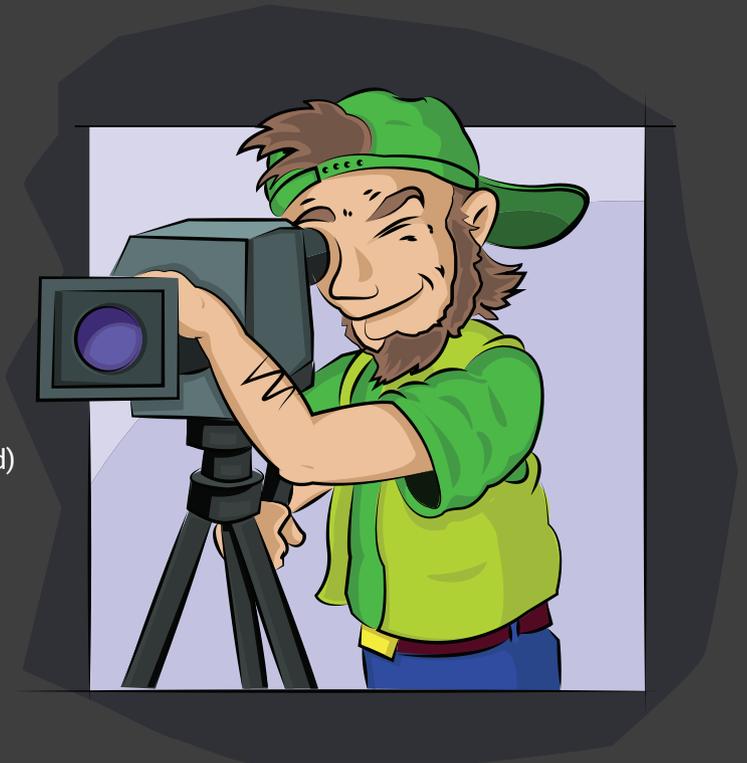
[e-Coach](#) (Northern Finland)  
[Damastikoru](#) (Northern Finland)  
[Brian McKee Furniture Design](#) (Northern Ireland)  
[Pamela Cassels](#) (Northern Ireland)  
[Nick Mack – creative space](#) (Northern Ireland)  
[Digital Den](#) (Northern Ireland)  
[Jordan Lewis](#) (Northern Ireland)  
[AM Jewellery](#) (Northern Ireland)  
[Tiaran O Duninchin](#) (Northern Ireland)  
[Neil Bradley](#) (Northern Ireland)  
[SAK](#) (Northern Ireland)  
[Sean O'Dowd](#) (Northern Ireland)  
[Northern Ireland Silver](#) (Northern Ireland)  
[Mary Callan](#) (Northern Ireland)  
[Journey Man](#) (Northern Ireland)  
[Armagh Rhymes](#) (Northern Ireland)  
[Keith Shepherd Glass](#) (Northern Ireland)  
[Siofra Caherty](#) (Northern Ireland)  
[Branar Drámaíochta DAC](#) (West of Ireland)  
[Great White Lies](#) (West of Ireland)  
[MeanIT Web Partners](#) (West of Ireland)  
[The Rabbit's Riot](#) (West of Ireland)  
[Nádhúra](#) (West of Ireland)



# Video Production Company Pool/Panel

The 25 video production companies on the Video Pitching Toolkit – Video Production Company Pool/Panel, in alphabetical order, are

1. [Anula Productions](#) (West of Ireland)
2. [Black Hole Studio](#) (West of Ireland)
3. [BNL Productions](#) (Northern Ireland)
4. [Bold Visual Narrative](#) (West of Ireland)
5. [Bolt Digital](#) (West of Ireland)
6. [David Henderson Design](#) (Northern Ireland)
7. [Digital Creatures](#) (West of Ireland)
8. [DNK Media Productions](#) (West of Ireland)
9. [Feeniks Visual](#) (Northern Finland)
10. [GK Media Limited](#) (West of Ireland)
11. [Gullion Media Ltd](#) (Northern Ireland)
12. [Jo-Jo the Dog Films](#) (Northern Finland)
13. [Joulupukki TV](#) (Northern Finland)
14. [Luma Visualis](#) (Northern Finland)
15. [Mimar Media](#) (West of Ireland)
16. [Mountain North Pictures](#) (Mid-Sweden)
17. [Mutant Koala Pictures](#) (Northern Finland)
18. [Northern Lights Film](#) (West of Ireland)
19. [Paul McGuckin Photography](#) (West of Ireland)
20. [Post Tempus Productions](#) (Mid-Sweden)
21. [Saha Productions](#) (Northern Finland)
22. [Sky High Pictures](#) (Northern Finland)
23. [StationHouse Media](#) (West of Ireland)
24. [Staunton Media](#) (West of Ireland)
25. [Sugartown Films](#) (West of Ireland)



Northern Ireland was ready to support all 16 applicants, but eventually 15 of them did not proceed because of a variety of reasons. West Region Ireland was ready to support 5 companies. Unfortunately, none of them ultimately had their 'pitch' video made.

The opportunity was promoted 2 times during the activity. The open call for applications was on MyCreativeEdge websites. The first call was organised on 17 May 2017 in all participating regions. The second call was organised on 4 September 2017 only in Northern Finland. There were no new applications from the second call.

The promotion was done with direct emails, phone calls and with the help of the project associates. A series of articles was also written in order to promote the VPT and support programme.

The open call for applications on MyCreativeEdge.

[Apply for a Video Pitching Toolkit support & create the perfect video pitch \(17 May 2017\)](#)

[Northern Finland: Second Call for applications to the Video Pitching Toolkit – support programme is now open \(4 Sep 2017\)](#)

The promotion of the Video Pitching Toolkit organised in July 2017.

[The Video Pitching Toolkit is now available \(10 Jul 2017\)](#)

## **Video Production Company Pool**

Before organising the open call for applications for creatives, a pool of production companies was collected. The expression of interest to be included on the video production company pool/panel was made in spring 2017.

The idea of a production company pool was the following; when creative enterprises are selected to receive support, they must select from among the video production companies included in this company pool.

A profile on MyCreativeEdge.eu was required for all the companies that applied to the pool because the creative enterprises were going to review Profiles when picking who they'd like to work with.



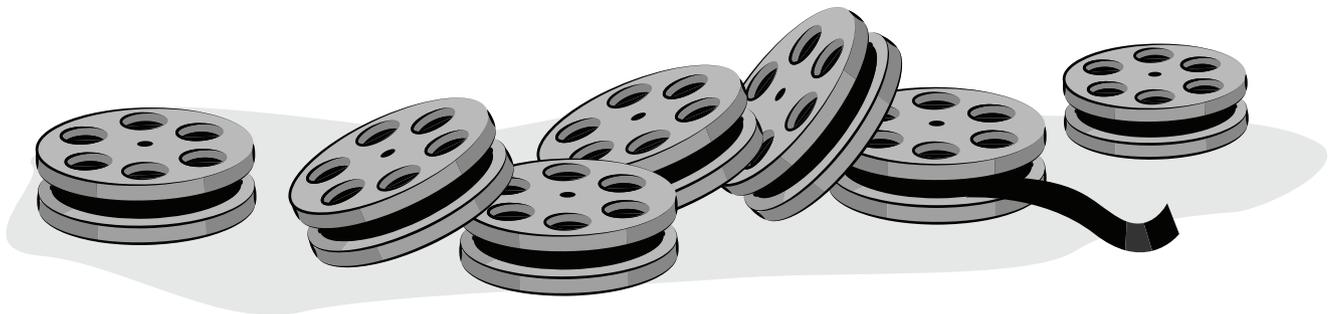
The open application was made in MyCreativeEdge.eu, including some basic information about the services which the production companies offer. Later, if selected by a creative enterprise, the company was asked to submit a price based on specific job details. A video production company had the possibility to undertake more than one video 'pitch' project.

#### [Seeking Video Production Companies \(5 Apr 2017\)](#)

#### [25 Video Production Companies Selected for Company Pool \(16 May 2017\)](#)

13 production companies were from West Region, Ireland, 3 from Northern Ireland, 7 from Northern Finland and 2 from Central Sweden.

All the companies in the pool demonstrated a wide range of skills, experience and services including motion graphics, animation, live action, aerial photography and 3D. Many of the companies have extensive experience in developing effective videos for clients including large corporate businesses, artists, sole traders, craftspeople and SMEs.



Henri Finström

# Video Pitching Toolkit

## Chapters of Video Pitching Toolkit



### Introduction

This is an introduction to the Video Pitching Toolkit initiative. It provides guidelines on how to use the Toolkit.



### The art of selling your idea

This chapter gives very specific tips on how to script your pitch and your video in general.



### Stages of production

The chapter provides a brief introduction to the world of video production. Antti Sipilä, CEO of One-MinStory, speaks about key points to bear in mind before and during working with a video production company



### Urbanid 3D pitching video

Case Study: the VPT team made a demo showing what a cost-effective pitch video is. The video portrays entrepreneur Zoltan Fodor from Urbanid 3D. This chapter tells the story of how the demo was made.



### Make an impact in 1 minute

Marsa Bäck is CEO of the Finnish Institute for Speech Ltd. She has extensive experience in Communications and Education. She also has a thorough knowledge of how to perform pitching/marketing speeches. In this chapter, Marsa explains how to speak effectively and make an impact in 1 minute.

# Video Pitching Toolkit

## 1 Chapter

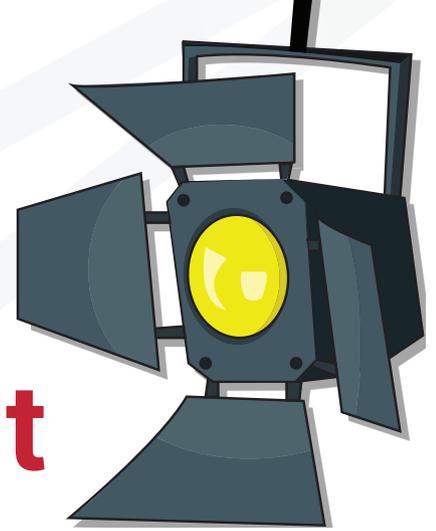
director

entrepreneur

cameraman



# Welcome to the Video Pitch Toolkit



'a creative momentum project' Video Pitching Toolkit (VPT) is a support program for entrepreneurs in the field of the creative industries. If you are reading this, you have been selected as a participant in the Video Pitch Toolkit support program.

Welcome aboard!

This toolkit shows you step by step how to start planning a pitching video pitch. The toolkit includes articles, graphics and videos that guide you on your journey to brainstorming and writing your own video pitch.

*A pitch is the most common way for entrepreneurs to sell an idea to new investors, clients and for a big audience. It is a short and time saving sales speech. The pitch length is, on average, 2 minutes.*

“



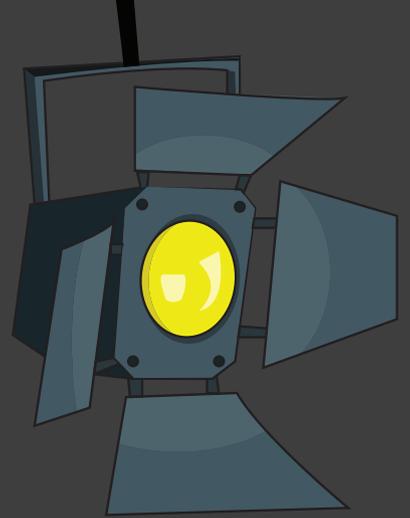
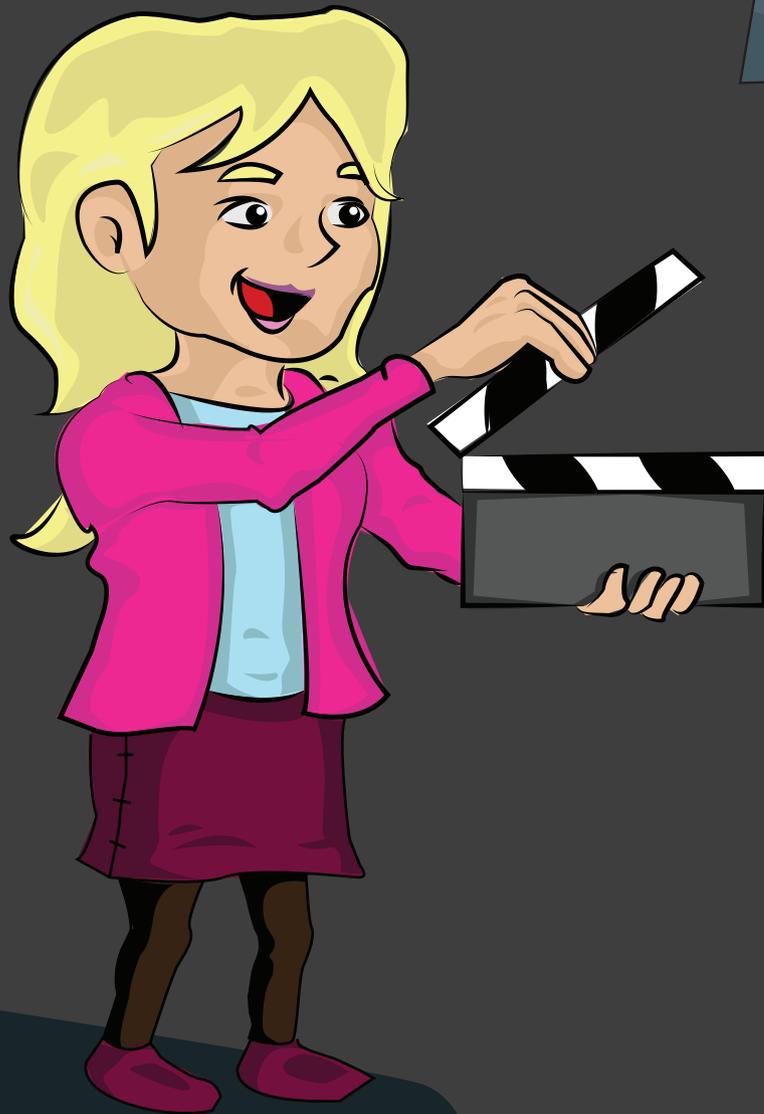
## What is pitching video pitch toolkit?

A video pitch toolkit (VPT) is a method for creative enterprises for making effective 1-3 minute video pitches. Ten enterprises will also be selected to produce their pitch videos (up to 50% of the total costs). Participating regions (WDC, CBC, LUAS, ME) will organise an open call for applications for Vouchers in each region.

## Who is being targeted?

The VPT target groups are creative SMEs and startup companies who need a video pitch to showcase a product or service for example to an international financier. The VPT also provides guidelines for AV-media companies to create a service for a potential customers.

*A pitching video is a cost effective way for a marketing company or startup. A pitching video is not a presentation video or classic commercial, but it certainly has the same elements as those. A pitching video is more strictly for a customer and is a very straightforward product that introduces an entrepreneur, company, product or service. The length of a pitching video is the same as a normal pitch.* “



## What will the video pitching toolkit do?

It is a creative tool to develop video pitches which can be used as transnational marketing and promotional material.

It guides how a 'pitch video' should be produced/scripted in an easy to follow way. It includes 10-15 vouchers for creating a pitch video for companies.

## Why is it being implemented?

A pitch video is an effective and convenient marketing tool to share via the Internet to the selected target groups. The video format provides the possibility to visualise the pitch, thereby giving more opportunities to showcase the product/service visually. For a service provider, it can create a whole new target market.

## The VPT also helps to:

- guide/help companies to make good quality pitch videos cost effectively.
- increase the quality of marketing material in the creative industries.
- increase the possibilities to connect with the international markets.



## How do you use this toolkit?

1. First, you make your own pitch. There are plenty of ways to make a good pitch and this toolkit offers one of them.
2. After your speech is complete, you can use the Video Pitching Toolkit for drafting your pitch video.
3. Choose 2-3 potential video production companies to work with. 'a creative momentum project' will call these production companies and one of them will be chosen for you. A video production company will also provide ideas and ways to make a perfect video for you, but the final pitching video will be based on your ideas.

We encourage you to search for ideas for a pitching video from the Internet. Here are some sources:

<http://magicmediaforce.com/5-simple-steps-to-make-a-great-video-pitch/>

<https://go.indiegogo.com/blog/2010/12/6-tips-for-a-good-pitch-video.html>

<https://www.inc.com/stephen-key/the-best-way-to-pitch-a-potential-licensee-create-a-video.html>

# Video Pitching Toolkit

## 2 Chapter

director

entrepreneur

cameraman

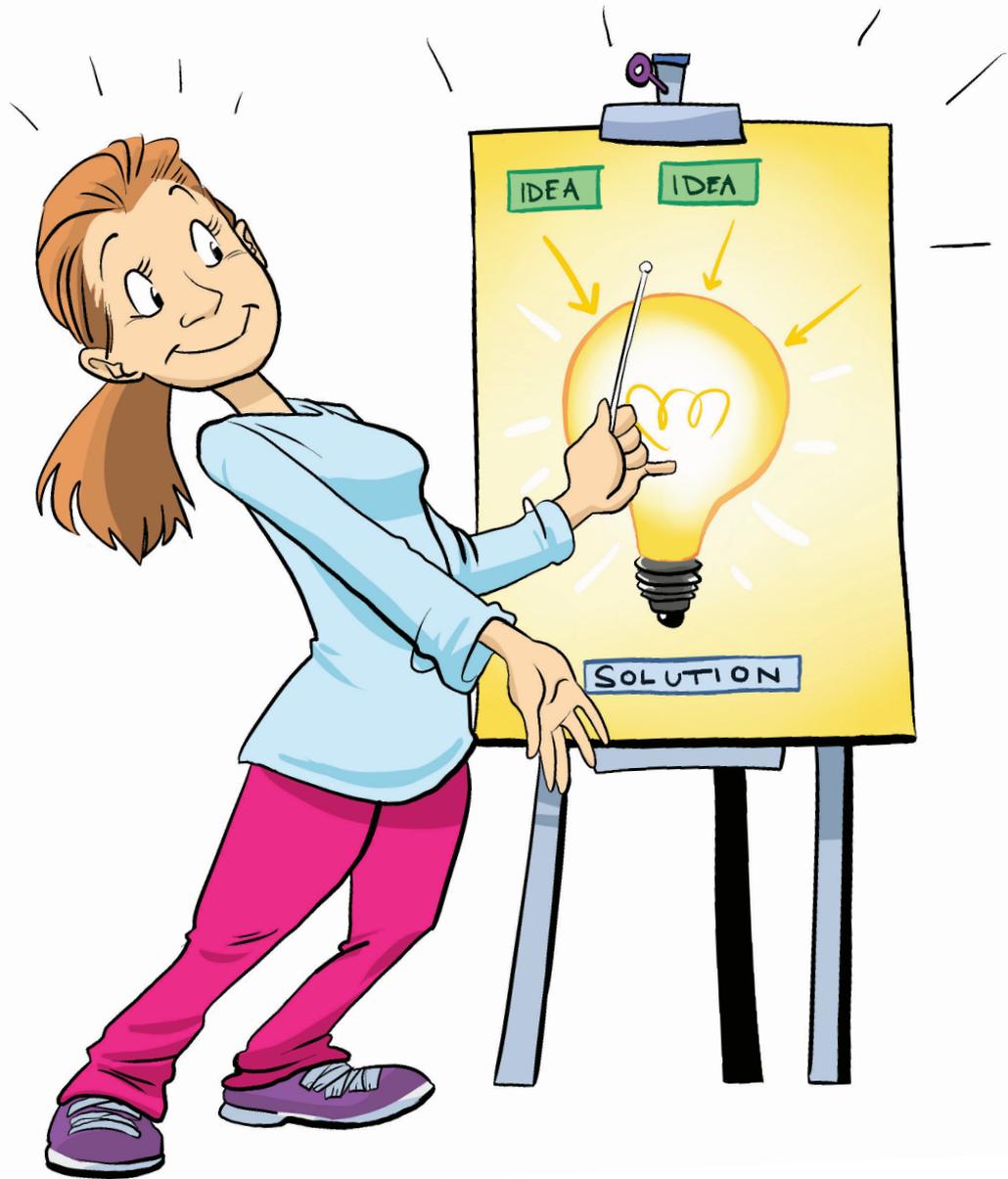


# The art of selling your idea

A pitch or elevator speech is familiar from the business world. TV-shows like Dragons Den and Shark Tank have made pitching general knowledge. Nowadays, plenty of pitching events and competitions exist where entrepreneurs are giving pitches to a financier.

With the help provided by this toolkit you can write down your own pitch and develop a video based on it. When you finally have the idea for a video, you can contact the video production company from our pool/panel and start the process of making a high quality pitching video.





# Selling your product or idea by pitching

## Tips for your video pitch

Here are some tips for you on how you can improve your video pitch.

**A pitch speech is based on you and your goals.** Write down your skills and strengths. Analyse your dreams and goals. Figure out what makes your company unique and important. When you get the answers to these questions you can start working on your pitch script.

**Pay attention for to your audience.** Get to know your customers and target group needs. Notice also that there are other people who might listen to your pitch. Try to deliver something new. Don't state the obvious or speak too long. Try to be practical.

**Be Clear.** Try to avoid complicated terms. Everyone should understand what you are doing in business and why you have built your company. Even though you're not approaching your target group, these people may spread the story about your company.

**Express your idea in one sentence.** When you are pitching you are fighting against time and the interest of your listeners. The faster you can get your listener's attention, the better.

**Prove that you can offer the best product/service.** This might be difficult but it is your ultimate goal. A pitching video must convince the audience that YOU (or your team) are the best on the market.

**Introduction, first: what is the problem that your company/product is solving?** This is a classic pitch tip, and it is very effective. Casual examples are accessible way to convince your listeners.

**Your story.** Offer a story, not a simple pitch. Storytelling is a very important and successful way of getting people's attention.

**Why are you doing in your business? Why is your product successful?** By answering these two questions, you will show that you and your company are 'the real deal' and you know exactly what to do. You will gain trust.

**Be excited and get your audience excited too.**



# Key points in the pitch

Four questions that the pitch must answer:



## Structure of a "common" pitch:

- Introducing yourself
- Introducing the problem/need
- Your solution to the problem
- Showing the effects of your solution
- Conclusion

# Video Pitching Toolkit

## 3 Chapter

director

entrepreneur

cameraman





# Development

Determine what your goal is for the video. What is it that you really want to achieve? Are you aiming for international markets? Are you trying to find a new audience for your product? Is there a video for an already-existing customer base or for a new one? What is your target group and what do they want to see?

Start brainstorming and throwing ideas around for the content of the video. What style will it be? Will there be people in the video or will you show only products? Is it animated, or will the video be shot at the office of your company? These are one of the many questions that you need to answer before you can start developing your pitch.





## 2 Pre-production

In this step, you will write the script of your pitching video. If you already have the pitch, you are already halfway to pre-production. Now you are ready to choose the video production company from creative momentum production company pool/panel and start planning the real production with the professional video maker.



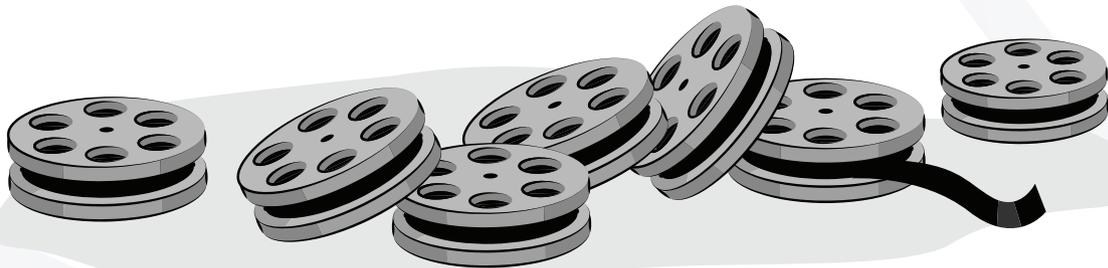
# ON AIR





# Production

Is the part where the actual filming of video happens. Rehearse your speech carefully. Development and pre-production makes the filming process agile. Remember to keep your mind open for the tips and advises from the director of the video as they are professionals in what they do. You can help the production by just being well prepared and open minded to changes. Be ready to make compromises for your script and speech and if you have made your stages before good, the changes will not be a problem.



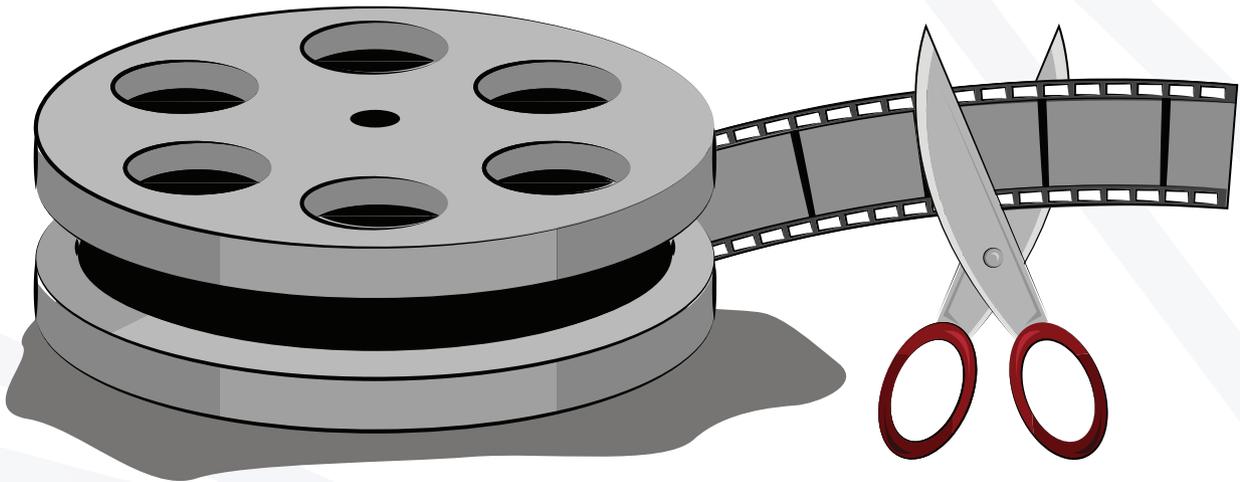
A stylized illustration of a studio set. In the center is a tall, white, cylindrical pillar on a white circular base. To the left and right of the pillar are two black director chairs. The backrest of the chair on the left is labeled 'entrepreneur' and the backrest of the chair on the right is labeled 'production company'. In the background, there is a brown wall with a large white rectangular area containing a faint circular logo. The floor is a dark grey color.

entrepreneur

production  
company

# 4 Post-production

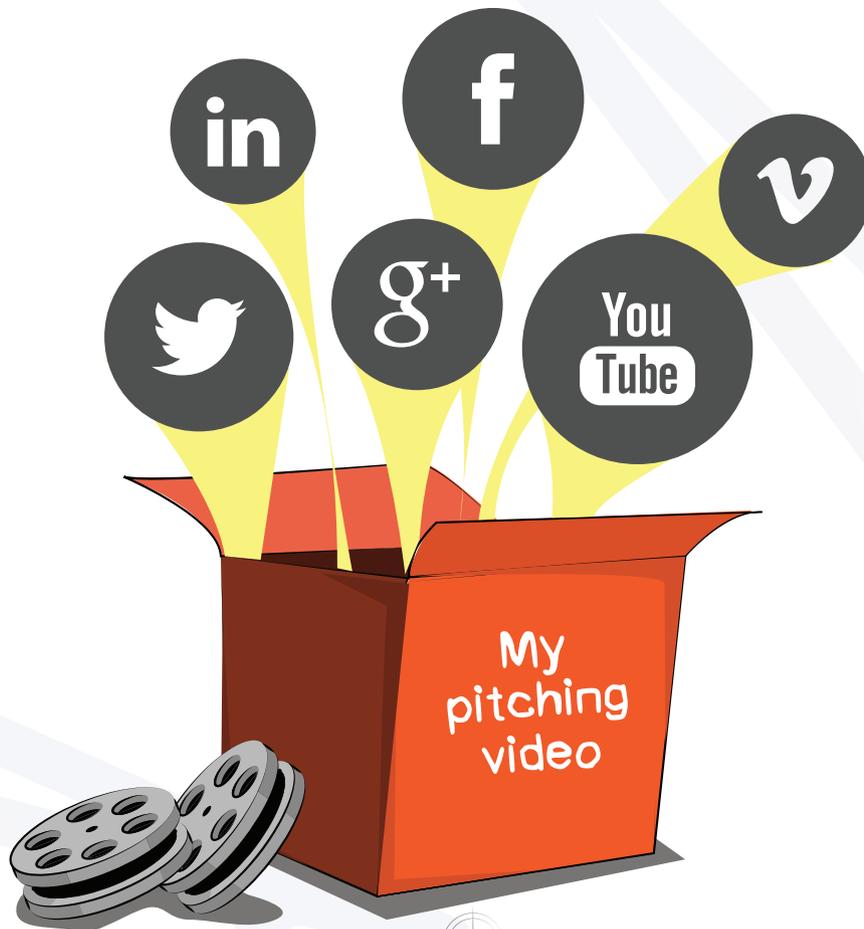
After the filming, the video production company will edit and cut your video and build it from the filmed material. They add music, texts and use their professional creativity for making a high quality pitching video for you.





# 5 Distribution

of the final product. When your product is ready, you can show it to the whole world. Remember to put in your social media channels and take all the benefit you can from it.



# Video Pitching Toolkit

## 4 Chapter

director

entrepreneur

cameraman



Example case:

# Urbanid 3D pitching video



## Demonstrating case – team

**Timo Puukko**, a senior lecturer in Lapland UAS, one of the members on the VPT team. Timo is also working on a SmartSet studio project, which is an online chroma key studio. "Smartset studio is a High Performance Low Cost Virtual Studio for the Creative Industries and SMEs."

**Henri Finström**, project worker in the 'a creative momentum project' in Lapland UAS. Writer of this article. Henri worked as a producer and mentor for Zoltán's pitching video.

**Zoltán Fodor**, an entrepreneur, is running his own business called Urbanid 3D. The company is specialised in 3D visualisation, 3D-modelling, architectural rendering and animations. Zoltán is also working at Lapland University of Applied Sciences as a teacher and project worker.

## Starting point

The Video Pitch Toolkit (VPT) team decided to make their demonstrating pitch video to see the production process. The team wanted to collect improvement points and solve challenges to get as cost-effective results as possible. They chose an entrepreneur who works in the field of the creative industries, Zoltán Fodor and his company Urbanid 3D.

Zoltán has been an entrepreneur for 5 years and wanted a pitching video for some time. *"At first, I had in mind that I should make a longer company presentation video, but when the VPT team approached me with this idea, I wanted to participate in it."*



Photo Henri Finström

# Planning the video and building up the speech

## 14 September 2016

We met with Zoltán and presented the idea of a pitching video. Zoltán already knew the pitch method, but he had not done it before.

We decided to make a simple pitching video and agreed to the pitch's length of 1–1.5 minutes. Zoltán admitted that being strict with the pitch will be a challenge, but he wanted to learn to give an efficient pitch in a short amount of time. *"It's not easy to kill your darlings or edit text away, but it must be done to get a pitch into good condition."*

## Meeting on 20 September with Zoltán and Timo

We had a meeting wherein we discussed pitching video construction. Zoltán was interested in the Smartset studio setting because it has 3D environment possibilities with his own work as a digital programmer.

We made the work distribution: Zoltán writes his pitch and Henri works as a mentor for him. Timo handles the filming and editing process.

We created a digital environment where we built in three digital screens. This already existing template gave Zoltán a good view on digital environment facilities. We chose a few 3D pictures of Zoltán and used those in the pitching video. Timo and Zoltán tested the SmartSet studio system and made the final plans for the video.

*"We decided to make only one film set because that is cost effective. We also made elegant and stylish camera tracking shots by the already existing SmartSet patterns." Timo opens.*

## Zoltán's Pitch

After the final schedule, Zoltán started writing down his pitch. The VPT team gave him background material for making it: articles and web page links. Those are shown in Chapter 2 of this document.

## Zoltán's first pitch version:

Zoltán's pitch was a typical pitch. It was short and it included all of the relevant facts about Urbanid 3D and the entrepreneur behind it. Here is the first version of Zoltán's pitch.

*Did you know that 3D visualization can help you on many different markets in many different ways? Imagine you have a product or a real estate project and you would like to obtain customer feedback, but you need more than the traditional sales materials like brochures and catalogues because they can't really express your idea.*

3D visualisation brings your ideas and designs to life by providing a new kind of solutions. You can have rendered images with all the details you want, or you can have 3D models where you can zoom in and out and show the model from any angle. You don't even need to have a physical piece of your product, with the help of 3D visualisation, you start selling before manufacturing, using only digital versions of your product or idea.

I'm Zoltán Fodor, an entrepreneur, running my own business called Urbanid and I'm specialised in 3D visualisation. I started 5 years ago after I moved to Finland from Hungary. It's a huge challenge to run a business as a foreigner in a foreign country, but it also keeps me motivated to always do my best. Since I started, I have had customers from the public and private sectors, and dealt with projects on both a small and large scale.

I'm a professional but 3D visualisation is not just work for me. 3D is my passion, and every project is my personal favourite while I'm working on it. I do 3D-modeling, architectural rendering, and animations, so that I can offer for my customers a full range of

3D solutions, whether they need to create an image of a product or they want a complete package with images, animations and interactive models. If you need the help of a 3D expert to bring your ideas to life, send me a message to [zoltan.fodor@urbanid.fi](mailto:zoltan.fodor@urbanid.fi)

Some sentences were too long and there was too much information. Henri presented the idea of a motivational speech, which is covered in the VPT article "How to make an impact in one minute". In the article, Marsa Bäck, CEO of Finnish speech and communication school guides how to make an effort when pitching. Especially the first part of the speech was too long and slow, so we made small changes to hook the listeners better.

## Urbanid 3D Pitch speech (final version):

*Did you know that 3D visualisation can help you on many different markets in many different ways? Imagine you have a product or a real estate project, and you would like to obtain customer feedback, but you need more than the usual brochures and catalogues because they can't really express the idea.*

Unlike traditional sales materials, 3D visualisation brings your ideas and designs to life. You can have rendered images with all the details you want, or you can have 3D models where you can zoom in and out and show the model from any angle. With the help of 3D visualisation, you can even skip manufacturing and start selling products that don't exist physically yet.

I'm Zoltán Fodor, an entrepreneur, running my own business called Urbanid and we are specialised in 3D visualisation. We started 5 years ago, after I moved

to Finland from Hungary. It's a huge challenge to run a business as a foreigner in a foreign country, but it also keeps me motivated to always do my best. Since we started we have had customers from the public and private sectors, and dealt with projects on both a small and large scale.

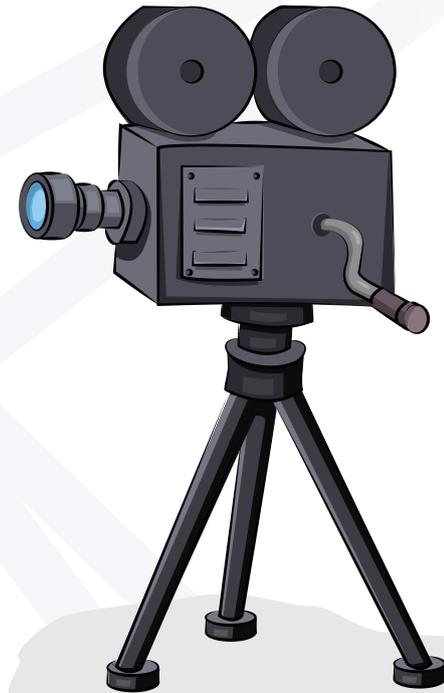
We do 3D-modeling, architectural rendering, and animations, so that our customers can choose from a full range of 3D solutions, whether they need only one image or a complete package including everything. We are professionals, but 3D visualisation is not just work for us. 3D is our passion, and every project is our personal favourite while we're working on it. Contact us if you want to bring your ideas to life.

## 7 October - the filming of the pitching video

We started the filming day by warming up in front of camera. Zoltán had practised the speech at home but found it complicated to get in a flowing rhythm for the pitch - especially when he practised it by himself at home. So we rehearsed the speech a couple of times on set and made a few improvements to it.

***“Pre-production and scriptwriting are one of most important things in a filming process. When you are ready and know what you are doing, it is easier to make changes.”***

We made the final editing for text during the filming process. We shortened and deleted non-relevant lines. Those changes made the speech more efficient and clear.



The filming process itself was smooth and easy. Zoltán repeated his speech all over again in front of the camera. It needed real concentration for keeping up the same spirit in every speech. *“At first, I was a bit of nervous, but when we repeated and repeated the speech it started to go better and better and I found the right flow for it.”* Zoltán tells.

Finding the right rhythm for the pitch is always a challenge. It should not be too fast or too slow. We used a teleprompter to help stick to the right rhythm. In total, the filming process took us four hours.

Zoltán brought some pictures of himself as footage for the pitching video. These were to tell a story of Zoltán's past and as a foreigner in Finland. *“It's good to bring yourself openly in video. When it's personal, it makes the video more interesting and full of feeling for the audience in that you are giving something of yourself very truthful.”* Timo explains.



Photo Henri Finström

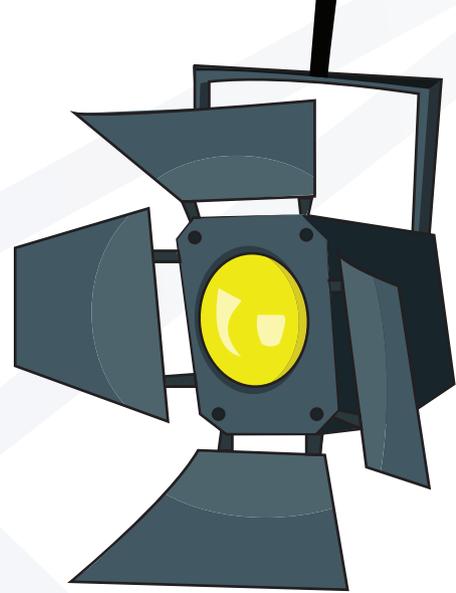
## 11 November - the pitching video was completed

The demonstrating case's process was quite easy and painless. Zoltán gave a good contribution to the pitch and it was expending to work together.

We had decided to make a cost-effective video, which meant that the edition part should be easy. SmartSet studios' easiness with the digital environment made this possible. *"Because we are streaming the digital environment-layer over the picture, there is not so much post-production and editing."* Timo tells. *"I only edited some clips where Zoltán's speech was going a bit differently, so it gave a good rhythm to the video."*

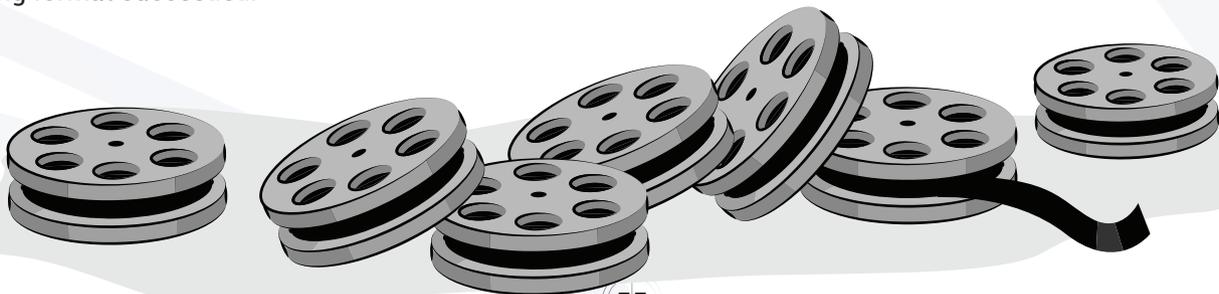
The whole concept with SmartSet worked also for Zoltán: *"As an entrepreneur, SmartSet as a tool and the ideas that the VPT team gave me are both very cost-effective and smooth for making a pitching video. The pitching video is good because it presents me and my business together in one. The entrepreneur will use the ready pitching video in his social media and different marketing channels."*

Zoltán was pleased about the pitching video and the VPT team got a great chance to test how to make time-effective pitching video in the digital studio environment. The central idea of the VPT encouraging the making of cost-effective marketing material in a video pitching format succeeded.



***"Keep the focus on the already existing good things and push them as far as you can go." That was the most important lesson that the VPT team learned about the process of making a pitching video. "I definitely want to practise more pitching and I'm already planning to do another pitching video, but this time in Finnish." Zoltán smiles.***

[Watch the Urbanid 3D pitch video via this link>](#)



# Video Pitching Toolkit

## 5 Chapter

director

entrepreneur

cameraman



# How to build up your pitching speech?

## Make an impact in one minute

Pitching is always a challenge, even when you have done it a hundred times. You have to be aware in the situation and sense the mood of the audience. From this article, you can find some tips for making pitch and how to be in front of the camera or audience.

Marsa Bäck is the CEO from Finnish Institute for Speech Ltd. She has extensive experience in communications education and wide knowledge of ways to perform pitching/marketing speeches. She opens up on how to make an effective speech that makes an impact in one minute.

## Doing a pitch in front of the camera

A pitching video differs from speaking to a living audience. In a filming situation, you can take several shoots if there are any defects or deficiencies. There are, however some things that are good to remember in the filming situation.

It is harder than you think to be in front of a camera. Marsa Bäck says that the pitcher's position is usually the first problem. "It is always best when you are standing, because sitting always affects the way you use your voice. I've seen it many times that the speaker wants to take a somewhat odd stance that might feel comfortable and natural, but it does not give a professional look and it affects the verbal outcome and the pitch overall."

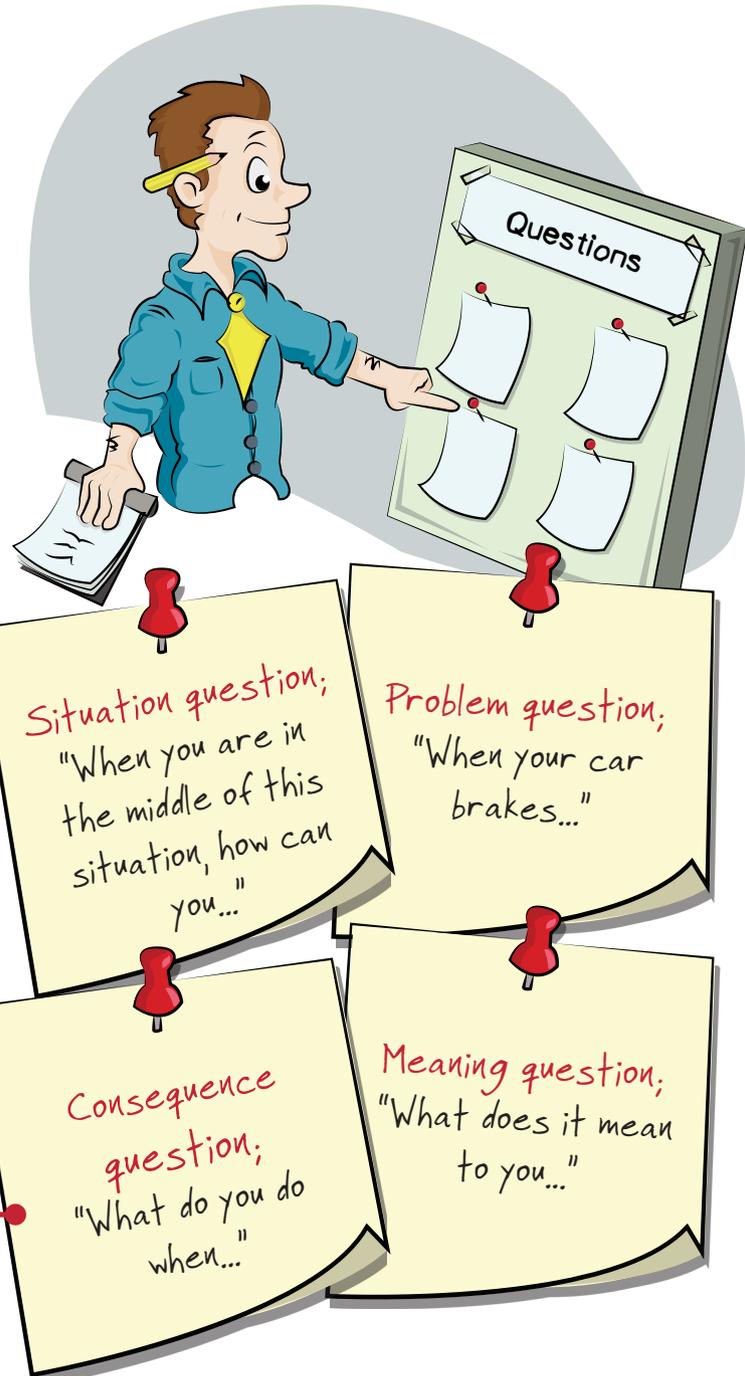
The filming situation might feel less stressful because there is no real audience, but speaking in front of a camera might still make you nervous, which is human. Bäck advises to take the filming situation seriously, but not to stress about it too much. The speakers should try to be themselves with the best trait up front, of course. *"I think that the speaker is in the most natural state when he/she can use body language, and in media performances it is nowadays normal to use it and be very lively in front of the camera."* Marsa says. A performer should warm up and stretch before going in front of the camera or on stage. *"It is easy to say just be normal in front of the camera and the pitcher must find own natural ways to do it. I usually advise people to keep their shoulders low so you're not too stiff and let your body move relaxed."*

One thing that can ease speaking while filming is to use a teleprompter to scroll from the beginning to end. However, it is important to ensure that the speech does not sound like it is read from the paper. *"An entrepreneur should be able to make a pitch without a teleprompter or screen; I recommend finding ways to practise the speech so that it sounds like you are doing it the first time and not reading it strictly from the screen, even though you might really be doing so."*

## Elements of a good pitch

As much as there are plenty of recommended ways to perform your speech, everyone will do it uniquely. There is not only one way to make a pitch but there are still some key points to take care of. Bäck thinks that contact is the most important of these. "There are some devices how to improve your pitch. Elements of a good pitch or something to boost your speech: the crucial thing is contact, the good contact with your crowd, and on the other hand interaction with the audience. It can be that the speaker is active with the audience by posing questions to them in order to activate them to the speaker's agenda. These points are still relevant even though you are doing it for video; you can still make these waking up questions."

**Bäck lists four examples of questions that the pitcher can ask the audience.**



Bäck thinks that last one, the meaning question, is especially useful in the pitching speech. For example, these two are good questions: *"What does it mean to you..."* and *"How many to you is important..."* When people take a minute to think about your question or want to answer the question, you have delivered your message effectively. The meaning question goes straight to emotions. Presenting an agenda with emotions involved is a very powerful way.

Even though the pitched subject is difficult to understand or a little bit abstract, it is important to sell with the lines that everyone can understand. Sometimes people cover behind technical details or give too much information. *"It's good to use verbal references that will strengthen your message especially when it is directed to the audience, good question or argument."*

Some people are natural born speakers but you can practice to be a great speaker.

***"Remember to use your voice lively, especially when you are posing questions, when there are some alternations during the speech, it keeps things more interesting."***

In the pitching video the performer speaks only for the filming crew. It might be easy, but it is still important to remember that the video is going to be watched by a wider audience. *"Let your body language support your message, remember to take your audience into account. You can ask for the camera man to be your audience or even give nods or eye-contact when you are speaking, so it feels more that you are really talking to someone."* Bäck also underlines to be open when doing the pitch. *"Let your body language tell that you are sincerely offering your message."*

## Five points of a motivational speech:

According to Bäck, the usual way to do a motivational speech is very common in today's advertising and marketing. It comes with these five steps: attention, need, satisfaction, visualisation and action. *"When you are building up your pitch you have to know your audience. What is their relationship to the subject and what is it that they want from you"* Bäck opens up the idea. *"This five step format is quite usual and can be seen in many places, from speeches to TV commercials."*

**Attention:** At first you need to get your audience's attention and hook them with your agenda. You can use an activating question to awake and open up your speech so that it raises interest.

**Need:** build up your speech up so that in the very early stage you give your audience a need for your product or service. After you've gained the attention and you have presented the need, you must fast-forward to the real content of your speech.

**Satisfaction:** In this part, you fulfil the need and give the solution to the problem. The satisfaction part answers the questions that have been asked in the first two of the five sections.

**Visualisation:** This is the part where you try to turn your audience into potential customers. Describing the situation where your product/service is used and giving a vision to the audience of them using it.

**Action:** This part is for activating your audience, *"go and search for this product from this website"* - this also ends your speech. Now it is the audience's turn to ask questions and take action regarding your product or service.

t through  
ny.”



# a creative momentum project

CONNECTING CREATIVITY ACROSS  
EUROPE'S NORTHERN EDGE  
[www.MyCreativeEdge.eu](http://www.MyCreativeEdge.eu)

## what will a creative momentum project...

- routes to international markets
- video pitching
- creative trails
- collaborative innovation
- mentoring
- sharing
- creative
- shared crea
- understanding
- creativ

## where will it be implemented?

Mid-Sweden / North East Iceland  
Northern Finland / West of Ireland  
South East of Northern Ireland

[www.MyCreativeEdge.eu](http://www.MyCreativeEdge.eu)  
[westofireland@mycreative](mailto:westofireland@mycreative)  
[Twitter.com/eucreat](https://twitter.com/eucreat)  
[Facebook.com/eucreat](https://facebook.com/eucreat)

# Co-operation between customer and video production company

CEO of OneMinStory video company which makes short pitch commercial videos for their clients. OneMinStory is a successful company and they have extensive experience in short and cost effective video productions.

**Q: What does making a pitching video require from the entrepreneur beforehand?**

A: Of course, first of all, the will to make a pitch. And also, to think about the objective concerning what they want to reach by pitching. That leads to the goal of finding the target group. Which target group is the one that they want to pitch to and the effect that they want to create for them. I think that it is important to think about the target group. What kind of people are they really? It is good to imagine and create a prototype of the audience because that is something that we do as video-makers and most marketers do, imagining the audience and connecting to their emotions.

**Q: As a video production company entrepreneur, what do you need to know about the client before you can start working together?**

A: We want and need to know the market they are on right now. What they are trying to achieve and what kind of move they are willing to make in their market field. What is it that they want to do in the marketplace

with a video. It's always interesting and challenging when clients want to create new markets or a wider already existing target group. It is interesting for me to be part of that process to be of help because that goal is where companies most need the video.

**Q: Has it become more common to make video commercials or pitching videos?**

A: In general, people would like to have videos more and, of course, the marketing hype of video supports that, but still video is actually quite new for many people working in companies. There is a threshold for ordering a video; one is related to cost and one is that it is so new and it is kind of an "uncertain" way for doing marketing or some risks are involved in their opinion. There is an image of a high cost, and sometimes it is true with some marketing corporations. It's taking time for video to become a normal thing. It is always a kind of event for companies when they order a video for their new product or service.



OneMinStory



**Q: How do you see the process of making a pitching video?**

A: There is a kind of normal path for making a video. First, we talk on the phone or meet with a client and talk about the general thoughts and ideas about what they want to achieve.

The first thought is about the concept of the video and brainstorming the idea. I personally think that the bigger group is the one that throws ideas about for a video script and story and it works better than just one person leading it all. Later, it's better, but in the beginning there are more ideas to be found from a crowd. It is inspiring to involve workers also to come along to a commercial or pitching video.

After that, we offer the first idea of the video and talk about how much it will cost - now we have the shared idea of what we are going to do and now they can make the decision. After this, we go to planning. Planning we do with cooperation with the customer and we use this kind of planning tool and it shows in real time where we are with the planning and customers can see the team, etc.

The objective is to plan first in shared ways, so the customer and our team is together doing it so the vision is clear for both sides of production.

**Q: Could you tell any typical challenges making a pitching video?**

A: Typical challenges are that planning on the video is taken a lot of energy and time from the customer. Before our planning tool it took so much time when we needed to meet face to face and send many emails. By way of a good connection and planning tool we can plan, for example three short videos almost in the same time it takes for one.

**Q: How does a pitching video differ from a traditional commercial video?**

A: Different to a pitching video, let's say a promotional video: I'd say with the existing product it takes some sort of new approach to tell a new story of a new product or add something new like a feeling or so in that sense, there are some similarities. Pitching a new product, well it's a different thing of course because you are also presenting yourself, to a new entity customer base.

Pitching videos are cost effective. Even more than a pitch for a live audience because you can give to the audience that content of your business that you really want.

**Antti Sipiläs two bits of advice for a creative entrepreneur doing a pitching video.**

1. Think about your target group and think about ways of representing the video to the audience. Visualise people in your mind and get to know them. Then you can point your message efficiently to them.
2. Truth is very trendy and being truthful and of course choosing the truths you want to go with are golden. People and your audience will like it when you're truthful and you are honest about your brand. And that is actually the spirit of what you are and what you are doing, remember to bring it out.



Henri Finström, Joonas Makkonen & Marko Vapa

# Video Pitching Toolkit support in Northern Finland

## Mauri Härkönen: [Damastikoru](#)

Damastikoru is designing and manufacturing jewellery of Damascus steel and precious metals. The company is located in Lapland, Rovaniemi.

Damastikoru was one of the companies that applied for a support programme and was selected on 11 July 2017. The call for tenders was made in October 2017 and eventually 3 companies made an offer. Those were Joulupukki TV, Mutant Koala and Feeniks Visual. However, the price of a video went too high and the video production needed to be cancelled.

## Marko Vapa: [e-Coach](#)

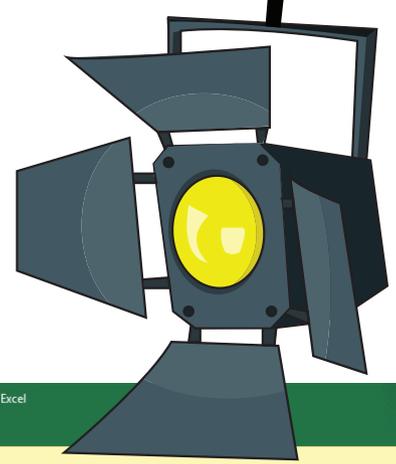
e-Coach established in 2000 starting with e-mail-based coaching for athletes. e-Coach is located in Sea-Lapland and has services from online courses to personal coaching.

e-Coach applied for a support programme and was selected as a participant on 11 July 2017.

The call for tenders was sent out to 3 production companies; Luma Visualis, Feeniks Visual and Jo-Jo the dog films at the same time with Damastikoru. Eventually 2 production companies made an offer. Those were Luma Visualis and Jo-Jo the Dog Films. The decision



Marko Vapa, Photo Henri Finström



was made in early November 2017. Jo-Jo the Dog Films was selected to make the video pitch based on the most favourable price.

E-Coach's video could be described as a classic video pitch. Marko was speaking directly to the camera, with a green screen chroma key technique. Marko Vapa

VPTKe-Coach [Protected View] - Excel

File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do...

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

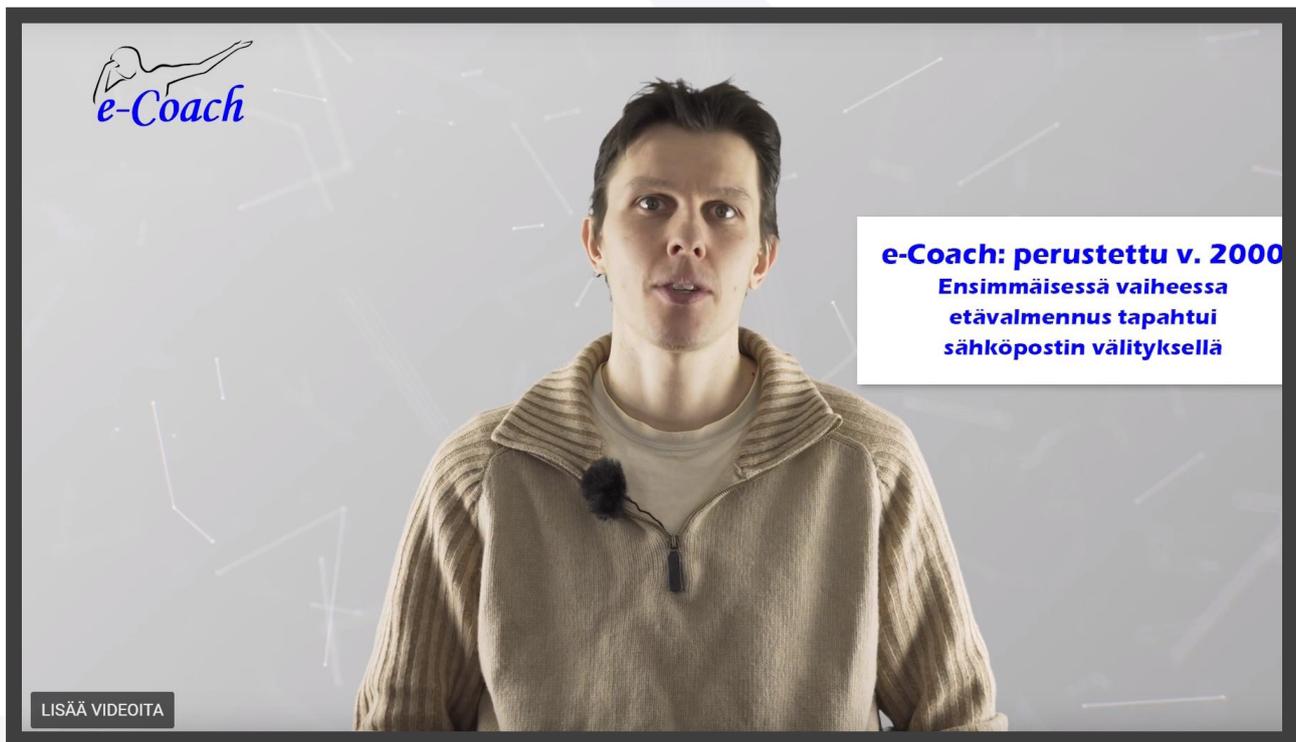
B1 Pitching speech / Audio

	A	B	C	D	E	F
1	<b>Timeline</b>	<b>Pitching speech / Audio</b>	<b>Visualization / Whats in the picture</b>	<b>Text graphics / special effects</b>	<b>Video Pitching Toolkit planning tool</b>	
2	<b>0-5 s. Attention</b>	Hello there! I am Marko Vapa, founder of e-Coach. I have been coaching people and athletes now for over 20 years with different sports and motion background.	Logo shown	e-Coach info box: Established in 2000. Started e-Coaching via e-mail.		
3	<b>5-15 s. The need</b>	Many people search for better health and shape with longevity. The problem is that everyone is anatomically different with genuine bodies so finding the right diet, training and rhythms can be difficult.	Someone pumping or jogging.	Box: In 2006 published the model of natural sport. Scaled out by renewing the sports federations' coach education.		
4	<b>16-30 s. Satisfaction</b>	With partners e-Coach has developed a method to measure body type and to screen the actual physiological state of the body. With simple muscle testing and fingertip blood sample the basis of the training program can be determined.	Body type test position. Dry blood sample taking.	Box: In 2010 published a guidebook for listening of the body (Kehon kuuntelun opas).		
5	<b>31-45 s. Visualization</b>	You get detailed instructions on how to move and train your body. Also diet is covered with hints to adjust your daily choices with better ones.	Body type test report. Dry blood analysis report.	Box: In 2012 started using automated Dropper dry blood service.		
6	<b>46-60 s. Call for action</b>	Enter now e-Coach online training. Get the keys to success and better health. The online training consists of one month coaching period and after that you can also decide if further assistance is needed.	Digital communication. Personal trainer online.	Box: In total over 1000 body type tests and over 5000 dry blood analyses. This is your chance. Get it now!		
7						

Here are pictures of the script designed with pitching video planning tool that was done on excel sheet.

designed his video pitch with tools provided by the Video Pitching Toolkit. He wanted to use the green-screen technique in his video. This provided more opportunities to create well-looking visual elements into the video.

The actual filming was done on 12 December 2017. On the following page, there is an article about the filming process.



[e-Coach pitching video \(Finnish\)](#)



Joonas Makkonen, Photo Henri Finström

# Jo-Jo the Dog Films and e-Coach making a pitching video

E-Coach entrepreneur Marko Vapa and filmmaker Joonas Makkonen from Jo-Jo the dog films ltd were shooting a pitching video for Markos business during December.

e-Coach has services from online courses to personal coaching for athletes. e-Coach was one of creative companies that are participating into Video Pitching Toolkit support program.

'a creative momentum project' has been developing a new Video Pitching Toolkit (VPT) to help creative entrepreneurs to develop pitching videos for their business. The Toolkit will guide all types of creative enterprises – Arts, Crafts, Design and Media & Technology – on how to develop an effective 1-2 minute 'pitch' video for their business, products, services or ideas. It is aimed at those who may just be starting out or have already some experience but would like to do it better. 'a creative momentum project' will provide financial support (50% of total costs up to max. €1,500) to 10-15 creative entrepreneurs (from Northern Finland, South East of Northern Ireland and West of Ireland) to produce a 'pitch' video."

Joonas is a film director, screenwriter and CEO of Jo-Jo the Dog Films Ltd. His company is one of the video production companies from VPT' production

company pool/panel. Marko and Joonas had good drive going on during the filming of e-Coach pitching video.

"Day has been going really good and making the video has been fun." entrepreneur Marko says. Filming location was located in a warehouse near skiing centre in Keminmaa, countryside between Tornio and Kemi. "This was good location to build this filming set, the green screen could never fit in my home where I mostly practice my craft." Marko tells.

All the filming equipment fits into normal passenger car, so it is easy to move, build up and take apart. "Filming set always looks bigger when it is set up, but all this was manageable to bring by one man by one car." Joonas tells.

Marko presents his company in a very brief way that contains the main idea of his service. These sort of short, pitching or commercial videos are very typical productions to Joonas. "I've been doing TV spots and internet commercials and these sort of straight forward productions are usually the cost effective ones."

After the filming day, Joonas will do post production for the video and Markos videos premiere will be in January. "I'm aiming for the post-Christmas markets, when people start the healthy lifestyle again." Marko laughs.



**Jo-Jo the Dog Films Ltd**

# Report on participation of Video Pitching Toolkit

**1**

**Application process: how did you heard about the opportunity, was application template easy/difficult, any other experiences?**

I think I bump into this project via MyCreativeEdge.eu. After making a profile there, it was quite easy process to submit.

**2**

**Pre-production process; what was your experience of the starting to plan pitching video, did you find guidelines useful, your experiences of the support program and/or the coordinator?**

It was good that at the point when I step in, there was already a rough plan for the video. It made it more easy to step in and get the big picture about the needs of the client.

**3**

**Starting the process; did you find VPT useful, how did you prepare yourself? Your experiences of the creative entrepreneur/video production company and/or the coordinator?**

I checked out the reference video, and based on that give my own recommendation concerning the shape and style of the video.

**4**

**During the process: how did you find making the pitching video, was it made based on your own pitching speech? Describe the filming experience.**

I had one meeting before the pitching video's filming, so I got the big picture of the production. The filming itself was relaxed and fun, there was also plenty of time for the filming, so we could just take our time, and we didn't really need to limit the amount of takes in the filming.

**5**

**Ending the process & post-production; how was the post-production, do you still continue your collaboration, your experiences of the expert mentor and/or the coordinator?**

Looks like I will continue collaboration with the client, yes. It has been a smooth workflow with the client, we communicated mostly via e-mail the whole post-production, and it was very smooth.

**6**

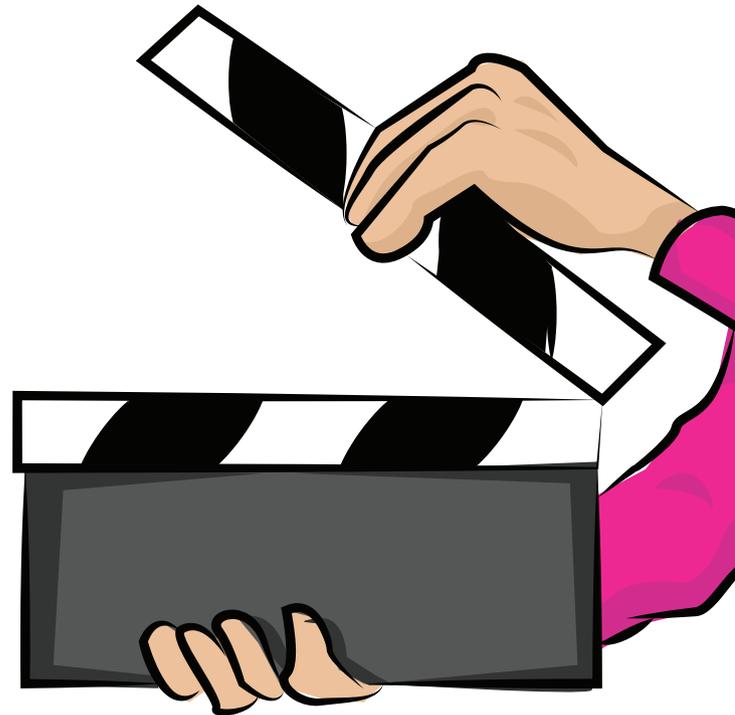
**Outputs & learning experiences: what did you gain from the process; new networks, new products/service development, new learnings? Is the pitching video published, where?**

It was a good experience for me, since I just bought some new equipment so I could start to do this kind of green screen interviews. The video itself went to the client's website.

**7**

**Top Tips: What are your Top Tips for other creative enterprises planning to attend a similar activity?**

Find out what is the need of the client, give your ideas for it and keep the big picture bright on your mind from the starting to the finished product.







**e-Coach**

# Report on participation of Video Pitching Toolkit

**1**

**Application process: how did you heard about the opportunity, was application template easy/difficult, any other experiences?**

Heard from the Creative Edge network or read from the newsletter. Easy to apply.

**2**

**Pre-production process; what was your experience of the starting to plan pitching video, did you find guidelines useful, your experiences of the support program and/or the coordinator?**

On my behalf the planning process included one extra pitching toolkit event in Tornio where the first draft of the plan was made. After receiving the funding the plan got executed.

**3**

**Starting the process; did you find VPT useful, how did you prepare yourself? Your experiences of the creative entrepreneur/video production company and/or the coordinator?**

VPT was very useful and it concretized the pitching speech. First I thought it would be easy to pitch on the camera without notes but then realized that the notes are very helpful when the camera is on. The co-operation with production company and the coordinator went smoothly.

**4**

**During the process: how did you find making the pitching video, was it made based on your own pitching speech? Describe the filming experience.**

The outcome was a little bit different than planned. First I had thought that the video would be used only in one specific place and thus would be more detailed but during the production phase I realized that more universal version is better. Now the video can be used in many different contexts if needed.

**5**

**Ending the process & post-production; how was the post-production, do you still continue your collaboration, your experiences of the expert mentor and/or the coordinator?**

Yeah, I have already another production coming out from the same producer.

6

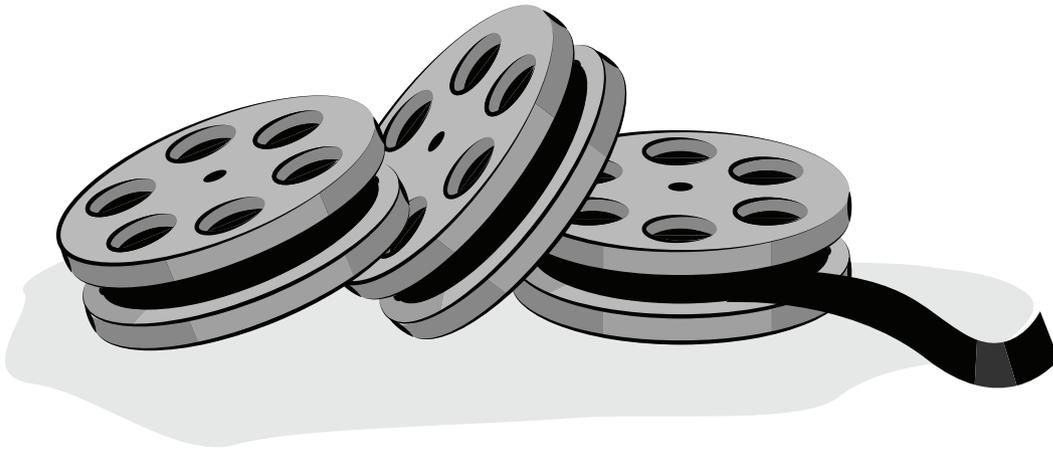
**Outputs & learning experiences: what did you gain from the process; new networks, new products/service development, new learnings? Is the pitching video published, where?**

I got producer that I can rely whenever needed so if I have some new products coming out I can ask for offers. I think most of the entrepreneurs only need one or two reliable sources of media experts so that they can focus on their substance and let the audio-visual etc. promotional things done by the others. The published pitching video is online at e-Coach site: <http://e-coach.fi/>

7

**Top Tips: What are your Top Tips for other creative enterprises planning to attend a similar activity?**

I was asked to make the video 3 years ago and because the funding is many times for small enterprises the most problematic part I just waited when the moment is right. With this kind of funding instruments of 50% support the level of making tests is also possible. So just keep on dreaming and let the others guide you to apply and act when it is time.



Pauline White

# Video Pitching Toolkit

## – support for production of a pitching video (West of Ireland)

A call for applications for 'Video Pitching Toolkit - support for production of a pitching video' was opened on 17 May 2017 on the [MyCreativeEdge.eu](http://MyCreativeEdge.eu) website. The scheme was open to members of the MyCreativeEdge.eu website based in the Western Region of Ireland, South East of Northern Ireland and Northern Finland. Members had to login to the site and complete an online application form.

The initial deadline for applications was Saturday 17 June 2017 but following agreement among partners, the deadline was extended to Thursday 22 June 2017.

The call for applications was disseminated through MyCreativeEdge.eu Mailchimp newsletters and direct emails, Facebook posts, including paid boosted posts, tweets and cross-promotion by relevant organisations, including the video production companies selected for the VPT Company Pool/Panel.

A total of 30 applications were received by the deadline of 22 June 2017 and 12 of these applications were from the Western Region of Ireland.

The applications were assessed using the following criteria:

a)	Track record of business	25%
b)	Future marketing plans & role of video	25%
c)	Ideas for content/use/measurement of 'pitch' video	40%
d)	Suitability to support aims of 'a creative momentum project'	10%

Following assessment, the following five companies were selected:

- Branar Drámaíochta DAC – an Irish language children's theatre group based in Galway.
- Great White Lies – a music group based in Donegal.
- MeanIT Web Partners – an IT services company based in Donegal.
- The Rabbit's Riot – a theatre group based in Leitrim.
- Nádúrta – a furniture design company based in Galway.

The five selected companies, and the unsuccessful applicants, were notified of the decision. An article was published on MyCreativeEdge.eu on 21 July 2017 with details of who was selected from across all three regions 'Find out who's been selected for video 'pitch' support'.

Unfortunately none of the five selected companies from the West of Ireland ultimately proceeded to get their 'pitch' video made. Among the reasons were:

- One company proceeded quite far in the process. They developed a 'job spec' for the video, reviewed the video production companies included in the VPT Company Pool/Panel and sought quotes from a number of the video production companies. They selected their preferred company and had scheduled the filming. However the production company had to cancel the filming at a late stage due to unforeseen circumstances. Unfortunately, the person within the supported company who had been leading on the project then left the company for a new position. At that stage the timeline to get the video completed by the deadline for the funding was extremely tight, so they decided not to proceed with getting the video made.
- Another company also proceeded to develop a 'job spec' for the video, which would be based on archive material they already possessed and to review potential video production companies. Unfortunately work pressures meant they did not have the time to focus on the project and did not proceed further.
- For another company, the main contact person was unwell for a time and then they were very busy so were unable to focus on completing the project.
- The West of Ireland partner organisation administering the support (the WDC) was also extremely busy during this period implementing a range of other 'a creative momentum project' activities, as well as the administrative requirements of being lead partner. Therefore they did not have the time or capacity to devote a substantial amount of time to following up and supporting each of the selected companies.
- The West of Ireland experience can be summarised as:

**Main contact person:** Usually there is one main contact person in each company who is internally driving the project. If that person becomes unavailable for some reason, the project often does not proceed.

**Time:** Considerable time input is required from the company to implement a video 'pitch' project – job spec, quotes, assessment, planning, filming – and it can be difficult for them to devote the time required.

**Follow-up:** The support agency providing the support may need to devote considerable resources to 'chasing' the companies and encouraging them in order to complete the project. This may not always be possible given other commitments.





Photo Timo Puukko



Timo Puukko

# SMARTSET

## – A COST-EFFECTIVE VIRTUAL STUDIO SOLUTION ALSO FOR SMES

Timo Puukko is a Lecturer in cultural and media arts at the Lapland University of Applied Sciences. He has an MA degree in Film and TV-directing.

SmartSet was used in the production of 'a creative momentum project' VPT's "Urbanid 3D" –video pitch. But what really is SmartSet and how can it be utilised by SMEs? SmartSet is the end result of the project of the same name funded by the EU via the Horizon 2020 framework programme. Lapland UAS's main responsibility in the project was the user requirements validation.

The vision in Project SmartSet was to develop a cost-effective template-based virtual studio solution that, despite being significantly less expensive than the cost of comparable solutions on the market, provides a similar quality and functionality as the high cost solutions currently used by larger broadcast media companies. The SmartSet initiative was a response to a demand from creative industry SMEs in the broadcast media sector to provide an advanced, cost effective virtual studio solution which will increase their competitiveness in the market.

But what SmartSet really means "in action". The concept is quite simple: a single camera captures the talent (person or persons) to the 3D-based virtual reality solution; this is done by using SmartSet software and

green screen chroma-technology. Through this process, we are able to forget the limitations and requirements of the "real world" studios which means usually large studio facilities with expensive lighting, multiple cameras, heavy furniture and other decorative elements for different kinds of sets and, most importantly, the production team of a various number of expensive professionals; now, all of this is done in a virtual studio solution with a computer controlled by a single person. Building up a virtual studio is also very cost-effective, e.g. in Lapland UAS the studio was built in a normal approx. 15 m<sup>2</sup> office.

If learning has become more and more visually oriented, the marketing has always been quite visual. But what has changed in the last ten years in marketing is the social media and trends of social media marketing. Through digitality and the Internet as a reasonable priced marketing media (if compared to "old school" TV and newspaper advertising) SMEs have been able to provide marketing material straight to the online customers and consumers. But what makes things tougher is the fact that the amount of the marketing material in social media has skyrocketed and for SMEs it is harder to stand out in this digital "mass". Therefore, the volume of marketing material needed has also increased: material is often short-lived and needs to be replaced with new material on a regular basis.



But thanks to digitality, there are lots of new tools, software and applications to produce professional quality audio-visual marketing material cost-effectively and SmartSet is a perfect example of such innovations: if an entrepreneur has prepared a screenplay and images or videos for the SmartSet recording session in advance, they can easily produce many videos in a single day...and publish them all in the same evening. An average SmartSet video session takes about 1-2 hours and with a "film crew" of one person the final bill of a production is quite competitive. But even though the production of video material has become cheaper,

the need of careful marketing and content planning has become more important; just uploading a single video to YouTube or Facebook doesn't do the trick. There must also be other social media networks involved.



Photos Timo Puukko

# Conclusions & Lessons learnt



## Some issues as to why there were so few final videos

The following issues can affect the motivation to invest in a video pitch:

1

**Having a video is always a big decision.** Creative companies are changing all the time, which means that it is hard to find time for a video pitch.

2

**Own financing** (max. 50%/€1,500) is too much for micro companies, when the full cost of the production could be almost €3,000.

3

**Timing did not suit.** The production timetable was eventually too tight for many of the companies. Even if they applied, they did not have enough time to finalise the process.

4

**Rather few creative entrepreneurs were in the region.** In Northern Finland, the larger region and having rather few creative companies are a challenge.

## VPT as a planning tool

To sum it up, investing in a video is always a big decision for a company. Even though production costs have decreased because of digitalisation, the overall investment can be relatively expensive for a micro company. However, the impact of a marketing video is growing on social media marketing. (European Communication Monitor 2017.)

Planning of a video saves both time and money. When making a plan for a video, there is a possibility to understand how much everything will cost. It also prevents collaboration to go downhill with the service-provider and the client because of problems with understanding each other.

There is also a need to understand the basic process of video production; what do the different elements cost and how can a low-cost, but high-quality video be made. The fact is that when there is a need for i.e. animation, the cost is much higher than a traditional video pitch. There is also a need to evaluate the potential benefit of a video pitch more accurately.

The video pitch is all about a personally delivered message. With the help of VPT, a creative entrepreneur can understand how different elements work. VPT is a useful format to approach creative entrepreneurs who might not have any knowledge about making a video pitch.

One of the concrete tools of VPT is a grid based planning tool that cuts the speech pitch into parts and helps the user plan both the visual and audio elements of a video pitch. The tool is easy to understand and makes sense of the limitations, like the length and content of a video.

The chapters of VPT also give information on how to make a script for a video pitch. According to the feedback received from participating companies in Northern Finland, the tools were helpful in the process.

**Reference:**

European communication monitor 2017. Accessed 15.5.2018  
<http://www.communicationmonitor.eu>.



## Key learnings from the Activity

- Readiness to invest 50% of the total costs can be limited - It's all about timing and the budget of a creative enterprise
- It's good to evaluate the impact of a pitch/promotional video - is it paying off?
- The well-developed core message of the video saves both time and money
- Need to understand the basic process of video production & tools
- The pitching video is all about a personally delivered message
- Visually oriented material is useful when presenting complex ideas, products or services

In this project, the video pitch was not only for selling one's own idea to a financier, but also to create a promotional message to clients or business partners. The company does not need to be a start-up with a new innovative idea, but rather a video pitch can benefit any kind of company.

Creating transnational networks and visibility are one of the core objectives also in 'a creative momentum project'. Well-planned visual material is a good way to attract new clients and develop a company's own brand. A video pitch can make the message more personal. For creative companies, visually oriented marketing material can also be more useful than a traditional idea of a speech pitch.

According to all the data gathered, there is not only one way to make a persuasive speech pitch, but there are some fixed elements to follow. These elements are presented in the Video Pitching Toolkit published on the My-CreativeEdge websites in July 2017.

## The overall outcomes

The original aim was to support 10-15 creative entrepreneurs. Positively enough, this opportunity proved interesting to many creatives. Overall, 30 creative entrepreneurs applied to the support programme. 25 production companies were in the production company pool. Eventually, only 2 videos were produced, mainly because of a lack of time and resources.

Based on the experiences and output indicators, it was seen that VPT was a very challenging activity considering the number of demonstration videos eventually produced. The main problem was the readiness to invest 50% of the total costs, meaning that the total cost of a video could be almost €3,000. Our experiences from this activity indicate that €1,500 is too much for a self-employed creative entrepreneur.

It is noteworthy that some entrepreneurs were not aware that the videos weren't fully supported by the project, even though it was clearly stated during the promotion of the open applications.

The timing was also an issue for some applicants, especially when unexpected situations occurred. Unfortunately, the project was drawing to a close and so we could not wait too long.

When promoting the opportunity to production companies, the maximum sum, €3,000, was mentioned. This might also have guided the production companies with their offers. The assumption is based on the experiences from the offers received; many of the companies offered production made by €3,000.

The toolkit itself has proved to be a useful information-package for entrepreneurs from different creative industries, but also every kind of enterprise. Data gathering gave valuable information about marketing and pitching in general.

## The future prospects

Technological solutions on video productions are developing all the time. This will make professionally looking videos even more common than today according A. Sipilä in VPT, Chapter 5. Videos are a growing trend when it comes to marketing (European Communication Monitor 2017). This means that in the near future a Toolkit like this will be useful to anyone planning a video pitch.

In the end, creative enterprises can benefit various types of different tools and support for marketing. Pitching can give more possibilities to tell about a company's own services and products, and it is also an opportunity to tell the story behind the business. Connecting these two aspects is important when planning a video pitch.

As a support programme, the Video Pitching Toolkit was not as productive as planned. The lack of finalised videos give us a signal that there is indeed a need to make more easy, cheap, but good looking marketing materials for small and medium sized creative enterprises.

## WRITERS:

**Saila Puukko** is a project planner and manager in the department of Business and Culture at Lapland University of Applied Sciences. She has been working on several regional and international projects during past 14 years. Saila has been the coordinator of a Creative Momentum project in Northern Finland.

**Henri Finström** is project worker in Lapland University of applied sciences. Video Pitching Toolkits content design and coordinating support program was the main part of Henri's work in a Creative Momentum project. Henri is Bachelor of Media and art graduated from Lapland University of Applied Sciences.

**Pauline White** is a project co-ordinator and policy analyst with the Irish regional development agency the Western Development Commission (WDC). The WDC promotes the economic and social development of the Western Region of Ireland. Pauline has worked on a number of transnational projects to support the development of the creative industries sector. The WDC was lead partner for 'a creative momentum project' and Pauline was the overall project co-ordinator.

**Timo Puukko**, a senior lecturer in Lapland UAS, one of the members on the VPT team. Timo is also working on a SmartSet studio project, which is an online chroma key studio. "Smartset studio is a High Performance Low Cost Virtual Studio for the Creative Industries and SMEs."

**Joonas Makkonen** is a film-maker and entrepreneur who participated with his company Jo-Jo the Dog Films Ltd. into Video Pitching Toolkit production company pool/panel. He directed pitching video for e-Coach.

**Marko Vapa** is a entrepreneur behind the e-Coach. He participated into Video Pitching Toolkit support program during 2017-2018. e-Coach has services from online courses to personal coaching.

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## Links

<https://mycreativeedge.eu/news-item/jo-jo-dog-films-e-coach-making-pitching-video/>

<https://mycreativeedge.eu/news-item/video-pitching-toolkit-vpt-workshop/>

<https://mycreativeedge.eu/news-item/video-pitching-toolkit-workshop-tornio-8-12-2016/>

<https://mycreativeedge.eu/news-item/call-application-date-video-pitching-toolkit-support-program-extended-weeks-thursday-apply-now/>

<https://mycreativeedge.eu/news-item/26-video-production-companies-selected-company-pool/>

<https://mycreativeedge.eu/news-item/video-pitching-toolkit-now-available/>



a **Creative Momentum** project has focused on the development of the creative industries sector in regions across the Europe`s Northern Edge. One of the development activities in a Creative Momentum was The Video Pitching Toolkit (VPT), which was developed to bring creative products and services to international markets and to connect enterprises transnationally for new business opportunities. Lapland University of Applied Sciences was coordinating the activity.

VPT activity was built upon a Toolkit guiding entrepreneur on developing an effective 2-minute video “pitch” that can be used as marketing and promotional material. Partners from Northern Finland, West Region, Ireland and Southeast Northern Ireland were providing support for producing the pitch video for a number of companies. Videos were made for a demonstration effect. The common evaluation criteria were used to select supported enterprises in each region.

In this publication, we give an overview of the development of a Video Pitching Toolkit and demonstration videos. The articles will go through the development process and the key learnings of the activity. We have also included the actual Toolkit inside this publication.



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