All Sabin Prize applicants need to submit their 3-minute video pitch by Monday, **March 28 2016 at 5:00 pm EST**. The goal of the video pitch is for teams to demonstrate how well they convey their ideas to an audience. The video can use any techniques to capture the essence of your idea and your potential – from interview format, presentation format, and product demonstration to more quirky approaches. While the video pitch has no format requirements, it should help the selection committee and potentially the judges understand the value of your venture and the competence of your team.

Below are points to help you begin to think about your video pitch. Keep the big picture in mind: these points are meant to help _jumpstart_ the video pitch creation process, rather than guide the organization or content of your pitch. Be creative – you have just 3 minutes, so focus on the essentials. Deliver these essentials in the way that is both best suited to your idea and the abilities of your team.

**Jumpstarting the Pitch Creation Process:**

- What is the essence of your business idea? Distill in simple yet compelling terms.
- What about your idea will be most compelling and exciting to your audience(s)?
- What opportunity have you identified, or what problem are you solving?
- Who is your competition and your competitive advantage?
- Why are you the ideal team to solve the problem/create the opportunity?
- What value are you providing? Consider value to customers, the environment, society.
- How will you demonstrate that your idea exemplifies the goals of the Sabin Prize?
- What difference will the Sabin Prize or other funding make in the success of your venture?

**Connecting with the Audience:**

A video pitch needs to make a connection with the viewer, just as you will need to connect with a live audience. For both, incorporate these presentation best practices:

- Speak clearly, with energy: articulate key terms, use short sentences.

As you consider approaches to your pitch keep in mind your main messages, and have fun with the challenge. Remember, other parts of your application already demonstrate many of the “jumpstarting” questions above. The video is an opportunity for you to convey your value-- and the best opportunity for the committee to get to know you, your venture, and your potential -- beyond the confines of the paper application.