TIPS FOR MAKING A VIDEO PITCH

- Prepare a 5-minute video pitch of your project, in English, and make sure your slides are visible in the video.
- Slides: maximum 10 slides, large font size, speak to a non-scientist, show your personality
- Suggested outline for the presentation below (these questions are examples of how to to elaborate regarding each topic. Feel free to adjust based on your own case.):

1. **Unmet medical/clinical need(s)**
   - Description of the problem
   - How common/large is the problem; what is the impact of it in different levels? (individual/service providing/system…)
2. **Your solution and value proposition**
   - How do you solve the problem and what is "magic" behind it?
   - **Show preliminary evidence (scientific or demo), justify your claims**
   - Value proposition - a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value (benefit) will be delivered, experienced and acquired
3. **Uniqueness of your solution and comparison with competing solutions**
   - Eg. Regarding science, technical, financial, efficacy, usability, time, money etc.
   - Main differentiators to known competitors
4. **Market niche and size**
   - What is the market opportunity within your specific category? Could be regional (Europe/US/Asia…) data.
   - If not known, how common the problem(s) is and what is the cost of it?
   - Is there a trend that is growing the market size?
5. **Business model and go-to-market**
   - How you plan to make money out of this; what is your business model?
   - Who are your key reference customers, and where is your main market?
   - How you plan to reach the customers and end users?
6. **Team and partners/collaborators**
   - Experience, expertise and credentials of team members and partners
   - What expertise is needed more?
7. **IP and regulatory aspects**
   - What is the status of your intellectual property? Plans for the future?
   - What regulatory requirements you need to follow? Plans for the future?
8. **Current development stage**
   - What have been achieved so far (and/or especially past few months)?
   - What are our future plans: near term and in longer run? Timeline for those?
9. **Required resources (plan for next steps)**
10. **Open questions and challenges for which you request support**

If you are selected to the next round, you will have a 20 min. discussion with our international evaluation panel.

© SPARK Finland 2026