

GUIDELINES FOR SME PITCH VIDEOS

To increase your visibility to investors and provide a quick introduction to your company and the investment opportunity, we recommend that you record a 2-minute video.

Video content guidelines

- Introduction of yourself, your title and your company (when it was founded, its primary business and country of operations)
- The Market opportunity (what gap does your business address)
- Business performance (indicate your business growth projection in the last two years, you may use percentages of growth indicators including revenue growth, profit growth, market capitalization etc)
- The Investment opportunity (why is it attractive to invest in your business)
- The Investment ask (what kind of investment are you seeking? Debt/equity and what is the value of investment you are seeking?)

Tips:

- Be memorable.
- Make sure the video tells a story without words, too, if possible. Your product? Your service? Your customers?

Video recording guidelines

- The video can be recorded using a mobile device
- Ensure you have good lighting
- The camera should be placed in landscape mode (and not portrait mode). In other words, place your phone horizontally rather than vertically
- Ensure there is no background noise at the time of the recording
- The video can be recorded in English, French or Portuguese

Submission format

The recording should be uploaded and saved online in e.g. on google drive. The link to the recording should be sent to dealroom@agra.org by August 2, 2024

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