**VIDEO PITCH for Global Goal Micro Grant**

* Video pitch is a mandatory part of the application
* Maximum length of video is 4 min.
* We prefer that you yourselves appear in the video
* Enter direct link to video pitch in the application form where you upload your application forms. Use YouTube, Vimeo etc.
* We do NOT accept the video pitch in a file or for download in for example Dropbox.
* You as applicant are responsible that the link to the video is functioning.
* We recommend that you put a password on your video pitch, if you are applying for an idea for which you want to obtain a patent.

**In your video pitch you must comment on the following:**

* Which global goal(s) are you working with in your project/startup? And which intermediate goal(s) do you especially focus on?
* What is your idea, and which customer or user problem/need are you trying to find a solution for? Who benefit from your work on these global goals?
* In which way are you working with the global goals in your project/startup?
* What is your business model and what are your visions?
* What is the value created by your business idea?
* Who are in the team? (show why you are the right ones to realise the idea)
* How can a Micro Grant help your idea/company further?
* Show your product/prototype in the video.

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