

Starring in your own EPIC™:

Tips for making a great reverse pitch video

EPIC is a new way to bring your firm to the attention of the founders you want to attract. We hope our guide will help you to make a great video.

You have three main options for creating your video:

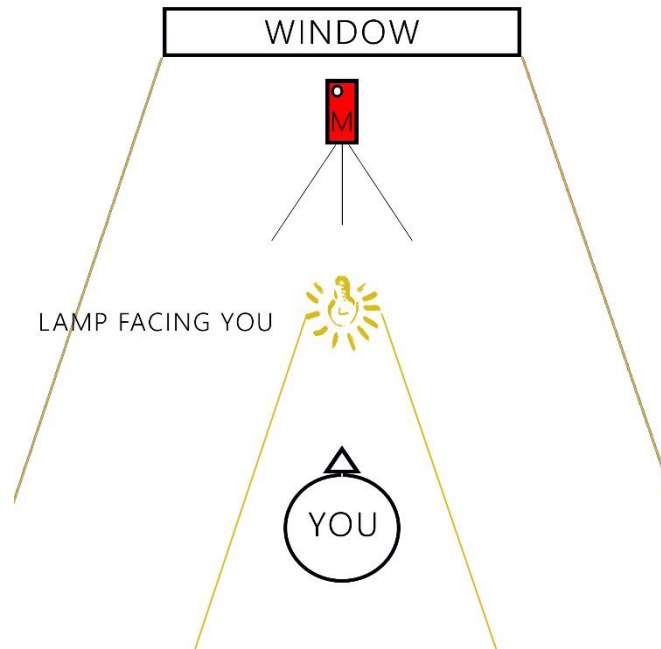
- 1)** Engage a freelance videographer. Please ask us if you need recommendations.
- 2)** Record a Zoom presentation using your PC/laptop webcam.
- 3)** Use your mobile phone. Latest-model IOS/Android devices have great cameras.

Option (3) can also serve as a short-term solution, if eventually you want to have your video professionally produced, since you can update your video on EPIC as often as you wish.

The default display layout for EPIC will be chronological, so the sooner you're able to register and upload your video, the closer to the top you'll appear in the default display.

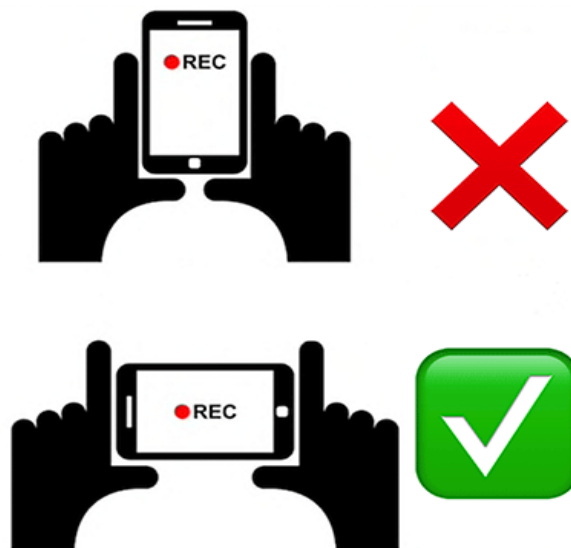
REQUIREMENTS

- 1)** A suitable Smartphone with a HD camera that can film in 4K and at minimum 1080p resolution or a PC/laptop with a high-quality webcam that can film at minimum 720p resolution.
- 2)** In your office or home, a suitable location for filming that is as quiet as possible, presentable, clear and tidy, with a neutral background, like a wall or bookcase.
- 3)** It is best to film yourself during the day, nearby and directly facing a window to allow as much natural light as possible to illuminate your face, alongside use of any other light sources like office lamps, It is generally best if the light source is in front of you.



WORKFLOW

- 1) Now it's time to set up for filming. If you're using a mobile phone then make sure it is propped up in a stable position or attached to a tripod with a universal phone holder (more details below), and now orientate the device into a landscape/horizontal position.



If you're using a PC/Laptop Webcam then make sure it is positioned at eye level, and if needs be use books or a stable base to raise the height to your eye level.

- 2) For framing, position yourself centrally in the following angle:



- 3) Once you are ready press **record**, and make sure your line of sight is parallel to the phone camera lens.

Now speak clearly to the camera and don't worry if you make a mistake, just pause and repeat from the beginning of the sentence or mid-sentence.

However, if you feel you need to stop the recording and do multiple takes, that is also fine – just indicate it is a new take and number it, such as "Take 2".

Once the presentation is complete and you're happy with it, it is time to transfer the raw footage to the PitchFlix team, for post-production (unless of course you're adept at editing in which case, skip this step).

Please use [WeTransfer](#) or [DropBox](#) and send the raw videos to: elcid@pitchflix.tv

We'll send the edited version back to you and if you're happy with it, you can proceed to register and upload it at: https://www.pitchflix.tv/fab_register_epic

What to include in your video?

The way that you put your best foot forward with the founder audience is very much down to your own style and the messaging you wish to convey. You might decide for example that you want to speak generally about your firm's ethos and values; or you may want to put the emphasis on factual content – in which case you may wish to include:

- Introducing yourself, naming your company, and naming the fund addressed in the video
- What category of fund are you (EIS, SEIS, VCT...)
- Where are you based
- Where (geographically) you like to invest
- What sectors you like most
- What stage you like to invest at
- Typically, what's your range of ticket size
- Whether you're open to syndication
- Whether you prefer to lead or follow
- Whether you typically follow on
- Typically, how long from first contact to term sheet
- Do you require SEIS or EIS advance assurance before opening a dialogue
- How involved would you like to be, with the investee
- Do you require a board seat
- Are your deployments evergreen or scheduled
- Give some examples of investee companies/successful exists

Finally, please don't hesitate to reach out if we can help or answer any questions!

OPTIONAL KIT

- 1) A non-essential but recommended option for higher quality lighting is a suitable **Ring Light** to reduce harsh shadows and give a softer illumination. An affordable-reliable model is the Kodak Ring Light Mini: [LINK](#)



- 2) An affordable lightweight **Tripod** of a minimum open length between 50-60 inches tall and a Universal Phone Holder to keep your mobile phone hands-free and in position for filming is recommended. Here is a suitable model that comes with the universal phone holder as standard: [LINK](#)



- 3) You may also wish to use an Autocue/Teleprompter app to make your presentation more fluid. In this case, we can recommend the following (free) app.

