

# Business & IP Centre Cambridgeshire & Peterborough Jumpstart Programme

## Video Submission Guidance

### Key information

- Format – Please use a file format playable by VLC Media Player e.g., MPEG, MP4, MOV, WMV, H.263, WAV, FLV, and AVI
- Aspect – Landscape preferred
- Length – Total video time must not exceed 10 minutes
- All questions must be answered in order. Please differentiate each answer by calling out the question number at the start of your response.

### 5 Critical Questions

1. **Tell us about yourself** – *It's important for us to know who we're investing in. How did you get to this point of starting or running a business?*
2. **Tell us about your business or business idea** – *Your elevator pitch.*
3. **Why will your business be successful?** – *What sets your business apart? Is there a market for your product/service?*
4. **Your business impact** – *Tell us about the sustainability and ethical impact of your business. How will your business contribute positively to the Cambridgeshire and Peterborough area?*
5. **Your plan for the £10K grant** – *You will be required to spend the grant within 3 months of receiving it. Tell us what you will spend the grant on and what impact will this grant have on your business? What is your plan?*

### Best practice

We highly recommend that you take the following best practices into consideration. We want you to have the best possible chance when being reviewed by our judges therefore it is your responsibility to ensure the quality of your submission.

- Make sure the device is stable
- Check the view before you start to film. What will your background look like on camera? Do you have anything distracting in the background?
- Find a quiet place to film that has as little echo/background noise as possible. Is there any background noise that will make hearing your responses difficult? Are you speaking loud enough for the judges to clearly hear your responses?
- Pace – are you speaking clearly and at a reasonable pace? You want to maximise the 10 minutes, however if you're speaking too fast it may make it difficult to for our judges to consume.
- Test run: Do a few minutes and watch back checking all of the above.

### How to submit

We cannot accept large files over email. Please choose one of the following options for submitting your video and application form.



#### **Option 1 – Submit both your video and application form through WeTransfer**

##### *Using a desktop*


- Step 1 - Head to <https://wetransfer.com> in your internet browser, adjust your cookie settings and review Terms of Service.



## Business & IP Centre Cambridgeshire & Peterborough Jumpstart Programme



- Step 2 – Drag and drop or click the blue plus button  to upload your video and application form.
- Step 3 – Select the ‘Send email transfer’ option by clicking on the 3 horizontal dots .
- Step 4 – In the ‘Email to’ box, type [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk)
- Step 5 – In the ‘Your email’ box, type your email address
- Step 6 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 7 – Click ‘Transfer’ and follow any verification requests
- Step 8 – Wait for confirmation that your files have been sent

### *Using mobile*


- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser
- Step 2 –Click the blue plus button  and locate your video and application form.
- Step 3 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 4 – Select the ‘Send email transfer’ option
- Step 5 – In the ‘Email to’ box, type [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk)
- Step 6 – In the ‘Your email’ box, type your email address
- Step 7 – Click ‘Transfer’ and follow any verification requests
- Step 8 – Wait for confirmation that your files have been sent

### **Option 2 – Use WeTransfer to generate a transfer link which you can then email to us with an attached application form**

#### *Using a desktop*

- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser and select the ‘I just want to send files’ option.
- Step 2 – Drag and drop or click the blue plus button  to upload your video
- Step 3 – Select the ‘Get transfer link’ option by clicking on the 3 horizontal dots .
- Step 4 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 5 – Click ‘Get a link’
- Step 6 - Click on the ‘Copy link’ button
- Step 7 – Paste this link in an email with your attached application form and send it to [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk) putting ‘Jumpstart Application –’ followed by your full name in the subject line.

#### *Using mobile*

- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser
- Step 2 –Click the blue plus button  and locate your video
- Step 3 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 4 – Select the ‘Get a link’ option and hit the blue ‘Get a link’ button
- Step 5 – Click on the ‘Copy link’ button
- Step 6 – Paste this link in an email with your attached application form and send it to [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk) putting ‘Jumpstart Application –’ followed by your full name in the subject line

