

SAN DIEGO Angel Conference

60-SECOND VIDEO – HOW TO

One of the requirements for consideration in the San Diego Angel Conference is a 60-second video from the entrepreneur. The big idea is to give every entrepreneur a chance to meet every investor before the angel track begins in January. This should answer some of your questions before shooting.

Why? This is your opportunity to personally introduce yourself to the angel investors who are personally funding the winner of SDAC. The investors want to see who they are considering investing in early in the process. This is your chance to add color and breathe life into your written materials. Imagine you receive a Face Time call from an interested investor who only has a minute to get to know you before boarding a flight – this is that chance.

Who? Where? You, the entrepreneur, should be on camera, briefly explaining your vision, your business, your solution. If you have a product or service you wish to showcase visually, feel free to do so. You can shoot anywhere: corporate HQ, your office, school, lab, a trolley, or the beach, wherever you feel comfortable telling your story.

When? [The registration deadline is Dec. 16, 2020](#) – your video should be uploaded to Gust as soon as possible.

How? A simple video shot on a smart phone will suffice. You will not be judged on production quality. That said, if you take this opportunity to create a video clip you are proud of, you can use it in future marketing and on social media.

What? Your video should be a short summary, a movie trailer, a teaser for the story.

Your video must include:

- Your name and position
- Your company name (say it multiple times)
- What your product/service does
- Why your company is an investment the angels should consider

Ideas that work:

- Powerful stat/quote/personal story to open
- Explaining company/problem/solution in a relatable way
- Sharing your progress/traction

Ideas that don't work:

- Trying to cram your entire pitch deck in
- Complicated explanation of what you do
- Lack of emotion/energy