

South Milwaukee Pitch Video Guidelines

Purpose of the Pitch Video

Your pitch video is **for the South Milwaukee community**. Community members will watch your video and vote from **1–10** based on **how well your business idea fits South Milwaukee** and whether they would be excited to see it downtown.

This is *not* a formal investor pitch and *not* for a panel of judges yet. The goal is clarity, authenticity, and community fit - not perfection.

What Community Members Are Voting On

When community members watch your video, they are mainly asking: Would this business be a good fit for South Milwaukee? Would I be excited to see this in our downtown? Does this business serve a real community need or interest?

Keep this perspective in mind as you plan your pitch.

Video Length & Format

- **Length:** 2–3 minutes (aim to be concise and engaging) (3 min Max)
- **Format:** Recorded video (phone, laptop, or camera is fine) uploaded publicly to youtube
- **Orientation:** Landscape (horizontal) preferred
- **Audio:** Clear and easy to hear

Professional does *not* mean expensive — clear, simple, and thoughtful is perfect.

What to Include in Your Pitch

You do not need to follow a strict script, but your video should clearly cover:

1. **Who You Are**
 - Your name
 - Your connection to South Milwaukee (if any)
2. **Your Business Idea**
 - What is the business?
 - What products or services will you offer?
3. **Why It Belongs in South Milwaukee**
 - Who is this business for?
 - What need, gap, or opportunity does it address in the community?

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4. Your Vision

- What would success look like?
- How would this business add value to the downtown or community?

5. Why You're the Right Person

- Relevant experience, passion, or motivation
 - Why you care about making this work
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Tone & Style Guidelines

- Speak like you are talking to a neighbor, not a judge
 - Be clear, friendly, and confident
 - Avoid excessive jargon or technical language
 - Authentic enthusiasm matters more than polish
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What You Don't Need to Worry About (Yet)

- Financial projections or detailed budgets
- Perfect storefront layouts
- Legal structure or permits
- Investor-level detail

Those pieces will come later, this phase is about **community fit and excitement**.

Simple Tips for a Strong Video

- Film in a quiet, well-lit space
 - Look at the camera when speaking
 - Practice once or twice before recording
 - Smile and be yourself
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Final Reminder

Community members are voting on **how well your idea fits South Milwaukee** and how excited they are to see it downtown.

If your video clearly explains your idea, shows why it matters, and feels genuine — you're doing it right.