

Cantillon Ventures

Round 2 Brief

Overview

Congratulations on advancing to Round 2! In this stage, your goal is to **finetune** your business idea into a well-rounded and well-researched proposal. Here's what you need to focus on:

Developing Your Solution:

- **Focus** on the key elements of your proposal: **innovation**, **feasibility**, and **impact**.
- **Consider** potential challenges, your implementation plan, and how your idea can create lasting change.

Recording a 5-Minute Pitch:

- **Create** a video of your team delivering a **5-minute pitch** summarizing your idea.
- Your pitch should be **engaging** and highlight the key points from your pitch deck.
- Feel free to use **visual aids** and props to enhance your presentation.

Submission Deadline: All pitch decks and videos must be submitted by 20th March. To submit your pitch and video, please upload the file, or public link to the form provided by email.

The Pitch Video

The challenge here is to think creatively. How can you capture the viewers' attention, convince them of the validity of your idea and share the research you have done to prove it all in a 5-minute video?



That is for you to decide! You could pitch your case in the style of a news report, an influencer's vlog, a satire, or as a hard-hitting TED-X style presentation. The nature of your business will likely shape the appropriate branding and approach.

Regardless of format, aim to be **engaging, clear, compelling, passionate** and **well-prepared**.

Key things to keep in mind

- How can you frame the primary data you collected when “defining the problem” to bring your story to life?
- There will **always** be naysayers. What can you do to proactively rebut counterarguments?
- Who in your target community do you need on your side; who could you feature in your pitch to make your case more convincing?

Round 2 Judging Criteria

Teams will be judged on:

- **Clarity & structure** – delivering a well-organized and clear pitch.
- **Depth of problem analysis** – how well teams understand the issue they are addressing.
- **Solution viability & impact potential** – the practicality and expected effectiveness of the proposal.
- **Visual aids & use of media** – encourages the use of effective visuals to support their ideas.

Finals

Finalists will be selected based on the **quality** of their pitch decks and videos. Finalists will be announced by **Friday November 14th**. Those who make it to the final round will be invited to present their ideas **online to a panel of esteemed judges on Saturday 29th November**.

