



IMPACT30

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IMPACT30 Application - Form & Video Tips & Tricks

To apply for IMPACT30 you are required to submit a form and video, you can find more info [here](#). When we say video, don't panic! The reason we ask all applicants to provide a video is so that we can get a quick snapshot of your business, your ambitions and most importantly YOU. The video should be approximately 5 minutes long and saved in an mp4 format.

Your video should answer the following questions:

1. What's the opportunity you are chasing?

- *Sum up your business and your product or service. Why is your offering so good and better than others?*
- *How big do you think the market is and what could your share of it be? Where will the growth come from?*

2. What's your role?

- *What's your role in growing the business? How much (time, money, and effort) have you put into its growth so far?*
- *What commitment are you able to give to the IMPACT30 programme?*

3. What do you want the future to look like?

- *What's driving you to start or grow the business? What might it look like if you are successful, for example national or international growth?*

4. What resources or expertise do you need to achieve your vision for the future?

- Give us an overview of the type or level of technology, people, funding and skills required to achieve your ambition.
- How much of these resources do you currently have in place?
- Tell us what you think you are great at in the context of achieving growth and what do you still need to learn?

5. What are you hoping to get out of the programme?

Some tips before you hit record:

- Prepare answers to each of the above questions in short bullet points, this will help you to focus and not ramble – 5 mins is not very long!
- Practice answering the questions in advance of starting to record, this is your opportunity to pitch your business to us, preparation is key
- Find a well-lit, quiet place where you will not be disturbed and set up your camera
- You could ask a friend or family member to ask you the questions, in an interview format, this helps to keep the dialogue focussed
- Present yourself as you would to a new client, customer, investor – we mean professional, from the waist up anyway!
- If you are the creative type feel free to add in graphics, music, transitions etc however you will not be judged on that, instead the content is the most important thing for us
- Last but not least, be yourself! We want to get an idea of your personality and inspiration behind starting and growing this business

Please save your video with the filename, “Your Name – Your Business Name – IMPACT30 Video” in an mp4 format. You can use the link below to upload your video, this is also on the application form:

Send you video via this [fileshare link](#).

Once we have received your video submission, you will quickly receive an e-mail from the IMPACT30 team to confirm we have your full application and a note on next steps.

If you have any questions in the meantime, you can contact the IMPACT30 team on impact30@aab.uk

Applications close on Monday 21st June at 5pm, good luck!