

Festival Introduction



What you need to know, practice, prepare, and provide:

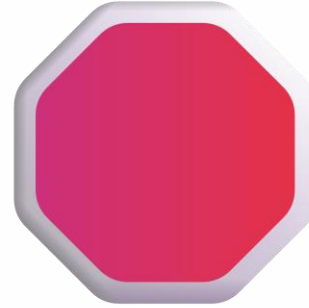
1 minute pitch (max!) and deliver it clearly, confidently, and within the time limit.

Email starters@lsbu.ac.uk that includes:

- your name and surname (that you would like publicised), value proposition, and call to action
- 2-3 images which can include:
 - your business logo*
 - photo of yourself or your team
 - image / photo / wireframe / prototype / mock-up that represent your product or service
- your business website*
- links to your business social media page*
- contact information like a phone number or email address

*if you don't have this information yet, that's okay!

Take Notice



Please be aware that, once submitted:

- Your Pitch Deck will be treated as final and cannot be amended by either you or the South Bank Ignite team.
 - Your Value Proposition, however, may be subject to edits (including changes to content, structure, and format) by the South Bank Ignite team to ensure alignment with the competition's branding. Wherever possible, the team will share the final version with you for reference.
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- Ensure that everything you share is something you're comfortable in sharing publicly.
 - Ensure your files are submitted to starters@lsbu.ac.uk by or before the Friday, 15 May at 9:00 am.

Value Proposition – Do's & Don'ts



- ✓ Use a clear, professional photo of yourself – ideally with good lighting and a plain or relevant background.
 - ✓ Include high-quality photos of your product or service in use or displayed neatly.
 - ✓ Include your full name, business name, website URL, social media links, and email address.
 - ✓ Keep text short and impactful.
 - ✓ Clearly state your value proposition – what you do, for whom, and what makes it valuable or unique.
 - ✓ Reach out for help and support!
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- ✗ Don't use blurry or pixelated images – that includes your photo or product/service shots.
 - ✗ Don't include outdated or broken links – check your URLs and social handles.
 - ✗ Don't forget to proofread – avoid typos and sloppy formatting.
 - ✗ Don't delay submitting your information.

Value Proposition Template



Hi, I'm **[your name]**, founder of **[business name]**.

We help **[your target audience]** who are struggling with **[the problem they face or need they have]** by offering a **[your solution – what is that your product or service offers and how it works]**.

Our **[highlight your unique feature, edge, or differentiator]** unlike **[your competitors]**.

Our mission is to / We're here to **[highlight your impact or call to action]**.

If you would like to know, get in touch **[business website or email address]**.