

STEP 1

Hook With the Problem (0:00–0:15)



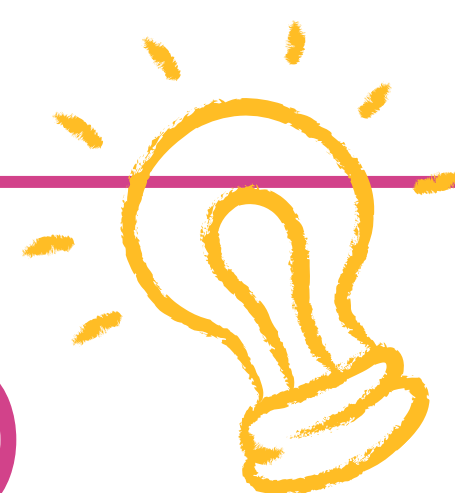
Prompt: What big, relatable problem does your product solve? What pain are users feeling right now?

Example: "Managing team expenses is a nightmare for small businesses. Spreadsheets, paper receipts, and late reimbursements waste hours every week."

Your turn: Write 1–2 sentences outlining the core problem.

STEP 2

Introduce the Solution (0:15–0:30)



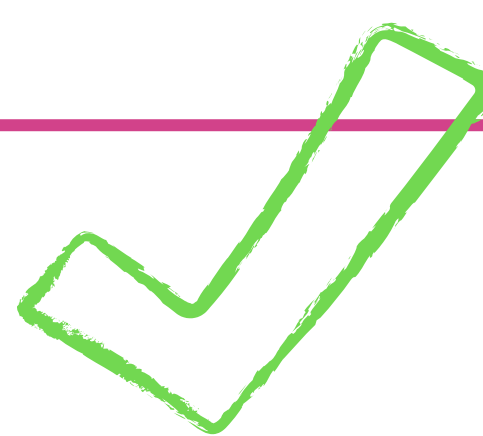
Prompt: What does your product do to solve this problem? Keep it sharp and to the point.

Example: "That's why we built ExpenseFlow — a mobile-first expense tracker that automates approvals, logging, and reimbursements in real-time."

Your turn: Describe your product in 1 sentence.

STEP 3

Show How It Works (0:30–0:50)



Prompt: Give a high-level overview of how your product works or what it looks like in action.

Example: "Just snap a photo of your receipt, choose a category, and submit. Finance teams get instant visibility and smart approvals with zero back-and-forth."

Your turn: Write 2–3 simple steps or features that illustrate the product.

STEP 4

Show Proof or Traction (0:50–1:10)

Prompt: What results have you seen so far? Users, pilots, testimonials, case studies?

Example: "Over 120 companies use ExpenseFlow daily — saving an average of 10 hours a week. Beta users include fintech startups and remote agencies across the UK."

Your turn: *Include 1–2 key stats or pieces of evidence.*

STEP 5

Close With The Ask (1:10–1:30)

Prompt: What do you want the viewer to do next? Invest, book a call, join a waitlist?

Example: "We're raising £500k to grow our customer base and bring smart expense management to 1,000+ businesses. Want to be part of the journey?"

Your turn: *Write a simple CTA.*

BONUS TIP

Keep It Conversational

When writing your lines, read them out loud. If it sounds robotic or overly "pitchy," simplify it. Investors don't want jargon, they want clarity and confidence.

Want help turning your script into a stunning video?

[**Book a Free Discovery Call**](#)

