Competitive Start Fund Video Pitch

As part of the application process you are required to complete a 6-8 minute online video pitch.

Frequently Asked Questions:

How and when do I complete my video pitch?
Once you commence your online application form, you will receive an email invitation to the email address you supplied when you registered for Enterprise Ireland online.

Who will the email invitation come from?
Sonru.com

What do I need to complete the on line automated video pitch?
- A computer with internet access or a mobile device with a front facing webcam
- A web cam and a microphone function
- Your email invitation contains a link, which will bring you to a page, whereby you must create a password. You will then be able to access your interview
- There is no cost to complete your video submission.

Can I practice for the video pitch?
Yes, a practice video pitch is available. Place yourself in front of the camera and microphone. There is no limit to the number of practice video pitches that you can complete. The questions in the test video are not the actual questions you will be asked in the final video. Also, you will be given 2 minutes for each test question, please note you are assigned 1 minute only per question in the final video.

What are the final video questions I will be asked?

- What are you going to sell? (1 min Maximum)
- Who are you going to sell it to? (1 min Maximum)
- Why are they going to buy it from you? (1 min Maximum)
- How are you going to sell it to them? (1 min Maximum)
- How are you going to make money? (1 min Maximum)
- You will also be given 2 minutes max to add any additional comments at the end of your interview

How will I know if I have completed the on line automated video interview?
You will get an on screen message confirming that you have completed the interview and a confirmation email.

I am experiencing technical difficulties; who should I contact? If you experience technical difficulties accessing your on-line automated video, you can:

Email Sonru Support: support@sonru.com
Phone: +353 76 680 1294