

2025 Open 4 Business VIDEO HINTS AND TIPS



The Open 4 Business grant program requires business owners to submit a short video to highlight their business expansion project outlining how they would use the grant funding if awarded.

Follow these hints and tips for creating a solid application video.

1. Review the judges' scoring criteria to ensure you are touching on all the areas you will be judged on:
 - Business Concept (30 points) — Knowledge of the industry, customers, ability to execute
 - Budget/Financial Info (20 points) — How will funds be used? Is match secured? Revenue growth?
 - Community Impact (20 points) — Your involvement, job creation, Main Street involvement
 - Competitive Advantage (20 points) — Experience, ability to expand, sustainability in five years
 - Marketing/Promotion (15 points) — Marketing plans, sources, budget
 - Touch on ALL the points above!
2. Introduce yourself and what community you are from. How long have you been in business?
3. If using your smartphone, record in landscape mode by holding your phone horizontally.
4. Do not record outdoors unless you have a good mic that can deflect the wind and other noises that you can't control.
5. Stand within five feet of the camera, so the mic picks you up clearly and you won't have to shout. Eliminate background noise as much as possible.
6. Make sure there isn't strong light behind you. If you're recording outdoors, position the sun in front of you or off to the side.
7. PRACTICE! Do a couple of takes to see what works best.
8. Time limit is three minutes. Be sure to stay under that limit and don't talk too FAST.
9. Video size limit is 200MB.
10. Don't read a script. Try to simply talk to your audience and share your passion for what you do.
11. Show the inside of your business and the products or services you provide. Photographs are fine.
12. Don't assume we understand what your business is. Clearly explain what it is you do and how the expansion you are pitching/ planning will help you serve more customers and make more money.
13. Proposed projects should help you work smarter, be more efficient and provide additional revenue. Communicate this as clearly as possible.
14. Have fun! Keep it light and enjoyable to watch. SMILE!

