



Innovate  
UK

## Video Guidance

### Global Business Innovation Programme focused on Singapore and Southeast Asia

**Please provide** a link to an up to 2.5-minute video pitch, which should include:

- Why are you interested in participating in this GBIP to Singapore in particular: why now is the right time for your business to partake?
- How does your business fit in with the scope of this GBIP?
- Please explain why you have chosen Singapore as the market of choice: how will your business benefit and gain from this market?
- Has your business already engaged with Singapore e.g. collaborations and partnerships?

**Your video submission has a maximum score of 40/100.**

**Please ensure:**

- Your video is no longer than **2.5-minutes**
- Your video pitch is **uploaded onto YouTube or Vimeo** and provide the link to either platform
- Your video pitch is **available to view until 18<sup>th</sup> January 2026**
- Your video is '**unlisted**' in any privacy settings
- You give the **link and any passwords** required in your answer to this video pitch
- Your video can be **opened with the link** and any passwords and can be played before submitting your application
- You **leave sufficient time** before submitting your video pitch to create and upload your video to YouTube or Vimeo and obtain the link

**Important notice:** If sufficient time is not allowed, it could cause delays in submitting your application. If you cannot upload your video to YouTube or Vimeo, you must contact [philippa.dean@iukbg.ukri.org](mailto:philippa.dean@iukbg.ukri.org) by **Friday 9<sup>th</sup> January** for advice or to ask permission to use an alternative platform.

If we are not notified by this time, our team will **not be able to accept** video attachments through emails, or such platforms as WeTransfer or Google Drive.

**Please note:**

- A simple **phone video recording** upload is adequate
- Your video will be **considered together** with the responses you give to your online application questions
- The video **does not need to be a costly production**. It is simply an opportunity to give the assessors clarity in understanding your solution
- If we are unable to view your video, or it is not hosted on YouTube or Vimeo (unless we have **been notified and have approved** for you to use an alternative platform), your application will be made ineligible
- You can find more information on how to create an unlisted video on YouTube [here](#)