

# ABS BUSINESS OPEN 2027

Global Pitch Contest by Aoba-BBT

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## VIDEO SUBMISSION GUIDELINE

All Divisions | How to create a compelling presentation video

# 1 Purpose of the Video

For the First Round, all applicants must submit a presentation video of approximately 5 minutes. This video supplements your Business Summary.

## Personality & Passion

Judges invest in people, not just ideas.

Your conviction and energy are evaluated.

## Concrete Visualization

Demos, prototypes, mockups, and diagrams  
make abstract concepts tangible.

## Communication Clarity

The ability to explain your business simply  
and persuasively is itself a key  
founder skill.

## 2 Recommended Structure — Approx. 5 Minutes

**00:00–00:30**

Introduction

State your name, business name, and a one-sentence tagline (hook). Make the problem vivid and personal immediately.

**00:30–01:30**

The Problem (Why)

What problem are you solving? Ground your explanation in personal experience or concrete market research data. Avoid abstractions.

**01:30–03:00**

The Solution (What/How)

Present your unique value proposition. Use prototypes, live demos, UI/UX walkthroughs, or diagrams. Show, don't just tell.

**03:00–04:00**

Revenue & Growth

Explain your monetization strategy and market growth potential. General Division: financial simulation is **MANDATORY**.

**04:00–05:00**

Conclusion & Vision

Share your entrepreneurial vision and goals. End with a memorable call to action or statement.

# 3 Technical Specifications

## Duration

Approximately 5 minutes. Maximum 5 minutes. Concise is better.

## Language

English only. Presentations in any other language are not accepted.

## Link Format

Upload to YouTube (set to Unlisted) or Google Drive (shared link). Do not submit raw MP4 files.

## File Naming

[Division]\_[YourName]\_[PlanName] e.g. General\_TaroTanaka\_SmartFarm

## Access Check

Verify your link is accessible in an Incognito/Private browser window before submitting. Inaccessible links will be disqualified.

# 4 Essential Content Rules

## Avoid Jargon

Replace industry-specific terminology with plain language any non-expert judge can understand in under one minute.

## Use Concrete Numbers

Instead of 'many people' say 'target market of 12 million.' Instead of 'affordable' say 'reduces costs by 40%.'

## Show Your Face

While not mandatory, appearing at the beginning and end of your video is strongly recommended — judges invest in founders.

## Audio Quality First

A smartphone camera is fine. However, clear, audible speech is non-negotiable.

## Use Visual Aids

Screen-share a slide deck, insert diagrams via a video editing app, or demonstrate a working prototype.

## 5 Translating Your Summary into a Video Script

Avoid reading your Business Summary verbatim. Transform written text into spoken pitch language.

### ✗ AVOID — Reading the Summary

*"My business model adopts a B2B SaaS format, aiming to generate revenue through monthly subscriptions and reduce the churn rate."*

### ✓ DO THIS — Pitch Language

*"This tool eliminates corporate paperwork entirely. At ¥9,800/month, users build such deep reliance on it that our 6-month retention rate is 94% — creating predictable, compounding revenue."*

# 6 Pre-Submission Checklist



Video length is approximately 5 minutes (maximum 5 minutes)



General Division: financial simulation is included in the video



Language is English only



Audio is clear and voice is audible throughout



URL is set to 'Anyone with the link can view' — verified in Incognito mode



No jargon — content is understandable to a non-expert within 1 minute



Link name follows the naming convention:  
[Division]\_[Name]\_[PlanName]



Concrete numbers are used (market size, cost savings, growth metrics)

**Good luck —**

**we look forward to your pitch!**

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**Tokyo Global Final: Saturday, March 13, 2027**

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