



## Green Side Hustle: Business Pitch Video Tool Kit

This toolkit is designed to help you, individually or in a group, to create a compelling short video pitch for a green business idea based around the unique and beautiful Morecambe Bay. The best idea at each college will win a £200 prize. Your challenge is to spot a real problem, dream up a sustainable solution, and convince us it's a brilliant idea.

### What is a Sustainable Business?

Think of a sustainable business as one that does good while doing business. It makes a profit without harming the planet or people, moving past the old "take, make, throw away" model. It might re-use waste materials, make use of more efficient green technology, connect with hyper-local suppliers or give people the chance to connect with nature.

### Stuck for Ideas?

1. **The Circular Model:** Eliminates waste by reusing, repairing, or recycling materials back into new products:
  - Hair and Beauty Business Idea: Sell hair clippings as a soil fertiliser for gardeners
  - Joinery Business Idea: Waste wood can be turned into sawdust for large animal bedding
2. **The Hyper-Local Model:** Cuts transport and supports the community by building the business around local resources, skills, and products.
  - Animal Care: Premium pet food locally sourced in and around Lancaster and Morecambe
  - Childcare Business Idea: Neighbourhood childminding- walking distance from home for pick-up and drop-off.
3. **The Green Tech Model:** Uses technology (like clean energy, apps, or smart systems) to solve an environmental problem or reduce waste.
  - Engineering: E-bike and scooter repair business
  - Electrical: Local solar-panel advice business
4. **The Connect with Nature Model:** Promotes care for the environment through education, experiences, and storytelling.
  - Childcare business idea: Nature Explorers after-school club
  - Sport business idea: Wild fitness class in natural locations around the Bay

Look at the challenges around you or read some ideas from Morecambe Bay Partnership.

## How to Make Your Pitch Video (3-5 minutes)

Your video should tell a clear, persuasive story. Structure it around these points:

1. The Elevator Pitch: What is your business, in 30 seconds?
2. The Problem: What specific local issue are you solving?
3. The Solution: Explain your idea simply.
4. Customers & Sustainability: Who is it for, and what makes it green? Give us a sense of your brand.
5. Summarise your unique angle or brand: What makes your idea different?

### Criteria for Success

Your pitch will be judged on:

- Quality of the Film
- Quality of the Business Idea
- Contribution to Sustainability

### How to submit?

Upload your video to your college drive.

Share the link. (... > share > "cog" > anyone > apply > copy link)

Send the video link with the subject *Green Side Hustle* and the names of all team members to [mbc@lancaster.ac.uk](mailto:mbc@lancaster.ac.uk) before 8<sup>th</sup> June