

B2B Client Pilot & Internal Project Proposal Video Blueprint

Structure a bounded pilot proposal or internal project pitch so stakeholders can approve scope, cost, and dates in 74 seconds.

1. WHY INTERNAL & CLIENT PROPOSALS STALL:

Committees and enterprise buyers rarely read a 20-page proposal before the first review call. Your champion needs a 60-90 second narrated video and a 1-page brief that travel together across Slack or email without losing the decision.

2. FIVE-PART PROJECT PRESENTATION STRUCTURE:

0:00 - 0:10 | The Decision: State what needs approval and by which date in the first two sentences.

0:10 - 0:22 | Who Is Affected & Cost of Waiting: Name the specific team whose week changes and what slips if delayed a quarter.

0:22 - 0:42 | Three Bounded Steps: Define step 1, step 2, and step 3 with named owners and explicit exclusions.

0:42 - 0:58 | Acceptance Criteria & Risk: State how success will be measured on review day and the main operational risk.

0:58 - 1:14 | Budget Cap & Owner: Confirm the capped pilot cost, timeline, and single accountable owner.

3. FILL-IN PROJECT PITCH SCRIPT:

We need [sponsor/committee] to approve [bounded pilot decision] by [date] so [team/role] can [specific workflow improvement].

If we wait another quarter, [concrete cost of delay].

The pilot runs in three steps: [step 1], [step 2], and [step 3], and explicitly excludes [out-of-scope item].

On [review date], we will evaluate [acceptance metric]. The capped cost is [amount], and I own delivery.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

-> Watch the 74s Client Pilot Video Demo: <https://axiomlab.online/examples/client-pilot-demo>

-> How to Pitch a Project Guide: <https://axiomlab.online/how-to-pitch/a-project>

-> Client Pilot Proposal Editable Template: <https://axiomlab.online/templates/client-pilot-proposal>

-> Internal Project Proposal Template: <https://axiomlab.online/templates/internal-project-proposal>