

www.theBusinessShop.ie Launches LivePitch- Allows Businesses to Upload their Investor Pitches Video

By theBusinessShop.ie

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While there is still a large marketplace for text based classified ads, there is a growing segment for more interactivity, so clips can be downloaded to iPod video and other media devices. LivePitch allows the potential investor to view both the entrepreneur, their presentation style and their personality as well as assess the business plan and anything else the potential entrepreneur sees useful to helping him/her raise finance.

LivePitch helps the investor in numerous ways. Investors receive numerous requests for finance. LivePitch allows the proposed opportunity to grab their attention, allowing the entrepreneur to stand out. It will allow the investor to judge not just the business idea but the entrepreneur as well. They need to sell themselves- so clarity and conciseness of presentation, appearance, content of the pitch and how the entrepreneur strings it together can be assessed.

LivePitch allows the entrepreneur to have a massive audience both national and international for their proposed business venture.

LivePitch is offered as a no cost option to theBusinessShop.ie already comprehensive investor advertising package.

LivePitch has directly being launched at this time as Ireland's broadband use is growing and as such web viewers have become more used to a media rich environment. Since 2005 to 2007, Irish Households broadband connectivity has increased from just 7% to 31% (CSO- Information Society Statistics 30th November 2007). With the likes of 3g Mobility- offered by o2, 3, and Vodafone, ComReg Quarterly Report released on 18th December 2007, shows 88,400 mobile broadband subscribers, as well as the ongoing increase of Wi-Fi Hotspots throughout the county, the use of broadband is proliferating. According to Ofcom's report, "The International Communications Market 2006" stated that when measured by population, Ireland and UK had the most saturated hotspot market with around 18 per 100k people, this was followed by France with 16, Germany with 11 and the US with 9.

Further information
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About theBusinessShop.ie

TheBusinessShop.ie was founded in 2005 as an online marketplace for business opportunities across the island of Ireland (Republic of Ireland & Northern Ireland). Visitors to this online marketplace can view a wide variety of business opportunities – businesses for sale, franchises for sales, start-ups seeking funding or indeed established businesses seeking investment or partners. In 2007 alone, Irish business people with opportunities exceeding €331m value were introduced to buyers and investors at theBusinessShop.ie. Visitors to the site are typically entrepreneurs, business owners, business brokers, corporate finance advisors, franchisees, accountants, solicitors, private investors and venture capitalists.

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