



VIDEO PITCH CONTENT GUIDELINES



CONTENT instructions and examples

Instructions:

<https://www.youtube.com/watch?v=G6BVhuBvzQY>

Examples:

<https://www.youtube.com/watch?v=cMaHs2kFFds>

<https://www.youtube.com/watch?v=hSR4lSCB804>

<https://www.youtube.com/watch?v=VbFmSNRyeZc>



TECHNICAL guidelines

- **Be visible** (good lighting) **and make yourself heard** (low noise environment)
- **Use a quality mobile device or camera** with video / audio recording possibility and try to stabilize the footage (no shaky videos)
- **You can also record your self in Zoom** (start a new meeting and record it)
- **We will edit**, add intro (your name and position) and outro (contacts) to **your recorded video**.



SCRIPT guidelines

- 1000 characters equals about 1 minute of speech.
- Prepare a simple script to fit into timing (1min preferred) – in ENGLISH
- Suggested structure:

World's great problem/issue/challenge	What is global/general theme you are pursuing? It should be/feel highly relevant.
Your particular solution/expertise/technology (can be introduced with a question regarding the ideal solution)	Very, very concise presentation of your work. A 20 second pitch. A statement. Use keywords.
Benefits	Why this is relevant to companies/users?
Offer	How can they/world be better using it?



Camera, **science**, **action!**