

# User Guide for Pitch Videos

## Pitch Content

Explaining your idea clearly is one of most important skills needed to make your idea come to life. Your target audience must easily understand your product or service and see why it is useful for them. You only have 60 seconds to do this and therefore focus on the most important points to support your ideas!

To start preparing your pitch you should be working on the 4 areas below and select the most important information to represent your idea.

- **Problem:** think about how you can showcase the problem to your audience. You can use a personal story to describe the problem or base it on statistical data to describe how big the problem is.
- **Solution:** explain how your idea addresses the problem identified before in a clear and interesting way. If you have any competition, you could explain how your idea is different from what they are offering.
- **Customers:** try to describe who will use your product or service and how big the opportunity is.
- **Money:** describe how your business will make money; even if your idea is a social or creative project, you should think about how you will generate some revenue.

## Building your pitch

There are many different successful structures when pitching and the one below can be used for your 60 seconds speech:

1. Start with a strong introduction where you describe the problem and get your audience's attention by using a personal story or a powerful statistic
2. Talk about your solution, how it solves the problem and how it is different from the existing competition
3. Describe who is affected by the problem (your customer) and how big the market is
4. Demonstrate how your business will make money and the potential of it
5. Mention any other information that makes the idea attractive.
6. Have a strong closing sentence: if you can, come up with a slogan for your idea

## Practice

Try practicing in front of a mirror or your friends and family until your speech comes naturally. It is normal to be nervous when speaking on camera and the best way to deal with it is practice!

# Recording the Video

## Device

You can record your video on any of the devices below (and more!):

- iPhone 5S/6/6S/7
- Samsung S5/S6/S7
- Sony Z2/Z3/Z5
- HTC M9
- Huawei P9/P10
- any DSLR camera
- other professional video equipment

Ensure that you are recording in HD 1080i and use the landscape orientation of the camera.

## Background

Select a white and clean wall/background, zoom on the person in the video. Avoid cluttered or untidy backgrounds.

## Costume

Wear light solid colours (grey, blue, red, green, etc.) avoid checked and stripe design if you are wearing a shirt.

## Language

Speak clearly and don't speak too fast; remember that you are speaking into a microphone when you are on camera and therefore use your natural voice. Also think about your body language: you should have a good level of energy to appear confident and communicate your message effectively.

## Shooting environment

**Audio:** if possible, try to record in a quiet room without external noise and bad acoustics.

**Lighting:** be aware where the light is coming from; make sure that the light source is behind you and not behind the person you are filming. Try to use 'natural lights' instead of office lights: the easiest way of doing this is to have windows behind you.

## Duration

Use a timer to ensure that the video is no longer than 60 seconds.

## Set Up

When choosing your set up, you should pick between the central position (Option A), or the  $\frac{2}{3}$  position (Option B), and shoot mid-close-up as shown on the images. Use tripod in order to get stable shots. The Option B type of set up will make it easier to refer to graphs or other visuals if you use any for your pitch.



Option A



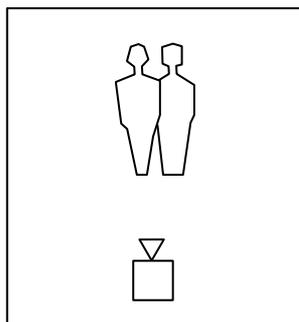
Option B

### Cameras and editing

You can opt to deliver your video pitch in one go – without the need to edit out mistakes. If you take this approach, you are likely to have to do multiple takes until you have one perfect pitch. Set up with option A.

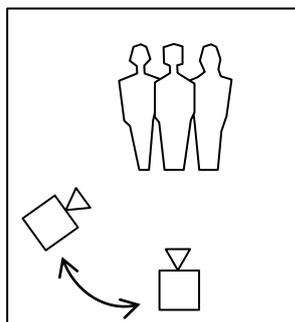
An alternative is to video from two angles with the same camera and switch positions for each take. Set up with option B. You can then edit together different versions of your pitch in ‘continuity’ style, switching from one version and one camera angle to another. This approach will allow you to ‘edit out’ any ‘mistakes’.

You may also choose to shoot your video with two cameras running simultaneously from two different positions (Option C). This will allow you to edit as with option B – but with a greater choice of takes.



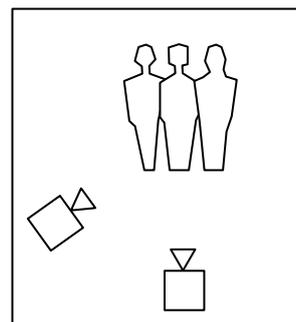
A

One camera  
Once camera angle



B

One camera  
Two camera angles



C

Two cameras  
Two camera angles

### Lenses and Sound

**Lens:** Make sure that your camera lens is clean.

**Sound:** Check that the sound levels are of a sufficiently high level by playing back a test ‘take’ before conducting all of your final recordings. If you are using professional equipment – or engaging a professional videographer – they will either use a clip/lapel mike – or a directional microphone that picks sound up from a specific subject from a distance. The device illustrated below is a RØDE directional microphone - which costs about £40 – and can be attached to a smart phone and gives reasonably good results at a relatively low price.



### **Copyright**

Make sure that you own the copyrights of your video material as well as any additional material you want to include in the recordings and application.

### **Eligibility**

Because the competition is only open to individuals over 18, make sure that you are not including any person under the age of 18 in your recording.