

45-SECOND PITCH VIDEO GUIDELINES

TECHNICAL REQUIREMENTS

1. Record in landscape orientation
2. Be centred in the frame with equal space on either side of you
3. Once you start recording, wait for 5 seconds before you begin speaking; when you're done speaking, wait for 5 seconds before you stop recording
4. Look at the camera when speaking. If you're going to prepare a script beforehand, try not to look at your notes when recording
5. Try to be in a quiet space when recording
6. Must be 45 seconds or less of speaking time

45-SECOND PITCH VIDEO QUESTIONS

1. What is the name of your innovation/invention?
2. How did you get the idea for your innovation/invention?
3. What problem does your innovation/invention address?
4. How does your innovation/invention address this problem?
5. Who/what does your innovation/invention impact?

QUESTIONS? CONTACT US!



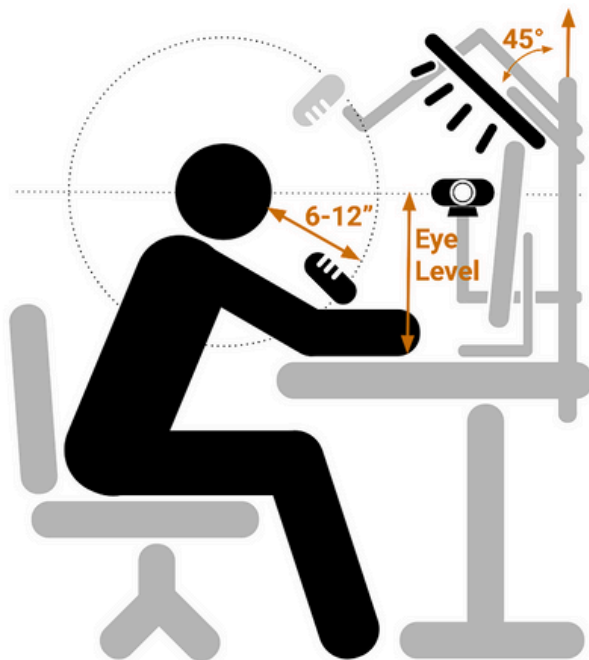
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IN MODERN
TECHNOLOGY



Microphone

Position 6-12" from the speaker's mouth



Webcam

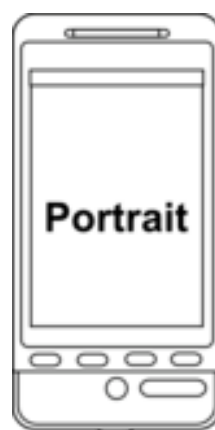
Position at the speaker's eye level



Key Light

Place in front and slightly above speaker's head at 45° angle

Record in **landscape** orientation



Portrait



Landscape

Make sure you are **centred** in the frame and looking directly at the camera

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