



45-SECOND PITCH VIDEO GUIDELINES

Your **45-Second Pitch Video** is the most important piece of your Youth Innovation Showcase project. Your judges will watch your pitch video to get a better understanding of your innovation, how it works, the problem that you're trying to fix, but also who you are as a person and why you chose to do your project.

That's a lot to talk about in 45 seconds!

To help you (and your judges) get the most out of your pitch video, we've put together some tips and guidelines to use when recording your video. Some of these instructions are *required* for your pitch video and some are just recommendations. It's up to you how you want to present your innovation in your 45-second pitch video, but these guidelines will help you focus your message and keep the judges' attention.

Young Innovator Profile

Jora Singh Nahal brought an app to YIS 2022 and came away as a finalist. Using a mobile phone's camera, Jora's app monitors a driver's eyes and mouth to detect signs of drowsiness (like yawning), and sounds an alert when these signs are detected. This app aims to prevent road accidents by keeping drivers awake and alert.



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TECHNICAL REQUIREMENTS

You must follow these rules when recording your 45-Second Pitch Video:

1. Record your video in landscape orientation
2. Make sure you are centred in the middle of 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 read from a script, try not to look at your notes when recording
5. Record your video in a quiet space
6. Your pitch video must be 45 seconds or less of speaking time (this does not include the 5 seconds before you begin speaking and 5 seconds after you finish speaking)



TIPS

When recording your video:

- Make sure you have good lighting. Turn on the lights so the room isn't dark. Don't sit in front of a window.
- Choose a background that is not busy or distracting.
- Have the camera at face-height. If you're using a laptop, don't tilt the laptop up at the ceiling.
- Speak a little bit slower than you would normally talk to someone. This will sound like normal pace to your judges!
- Make a test recording and watch it yourself. Make sure you're happy with how it looks and sounds before recording for your pitch video.
- Reading from a script? Practice it several times before you record your pitch video so you can look more at the camera instead of your notes.



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WHAT TO TALK ABOUT

With only 45 seconds to talk about your innovation, it can be hard to decide what's important and what can wait for the interview. Here is a list of questions that you should try to answer in your pitch video. This is the information that your judges will want to know and will help them understand your innovation and how it can solve a problem in the world.

1. What is the name of your innovation?
2. How did you get the idea to create your innovation?
3. What is the problem that your innovation is going to solve?
4. How does your innovation solve this problem?
5. How does your innovation work? How did you make it?
6. Who/what does your innovation help? Who/what is impacted by your innovation and what it does?
7. How do you see your innovation being used in the world?

