

Two-Minute Video Pitch Guidelines

Velocity Innovator: Cohort 3 Applications

Deliverable: Two-Minute Video Pitch uploaded to YouTube/Vimeo (Unlisted); URL link posted in the application form
Due: 01 December, 2019 @ 23:59

Video Creation Instructions

Teams must submit a two-minute video highlighting the overall “who, what, and why” uploaded to YouTube and submitted online (paste YouTube link) via YouNoodle.com by the deadline listed above.

The goal of this video is to provide further insight into the actual problem your solution solves. This should be facing the camera and you may use a maximum of 2 slides, however, this is not a requirement.

Please be aware of the time limit (**judges will view no more than 2 minutes**).

At minimum, please use this video to answer the following questions, in addition to any other relevant information:

1. What specific problem is your solution solving?
2. What is your solution in a nutshell?
3. What business area will need your solution?
4. If you could select one job title you could demo to, who would it be?
5. How your solution creates efficiencies and competitive advantage

Please note ** Judges will not be scoring this video by the quality of camera or footage. Mobile phone camera, webcam, etc. all provide acceptable video quality.

Video Upload Instructions

The video can be filmed on your phone and uploaded on Youtube/Vimeo as unlisted. Provide the URL in the designated space within the application form. Make sure the video is **not password** protected, as judges will not be able to view it. Instructions to create an unlisted video on Youtube can be found [here](#) or via Vimeo [here](#). We recommend using YouTube or Vimeo, but you can use other applications as long as it can be accessible to view.

Who are the Velocity Judges?

Click [here](#) to view the Advisory panel members - industry professionals and affiliated experts that are committed to helping you make your tech solution an industry reality.

What is the judging criteria?

Below are the areas the judges will consider:

1. **The real problem you are solving**
2. **Solution quality**
3. **Team quality**
4. **Product readiness**
5. **Sustainability & competition**
6. **Innovation & Vision**
7. **Impact of Adoption**

5 Top Tips

1. Make sure you're loud and clear. Good audio is critical to understanding your pitch. Make sure there is minimum background noise.
2. Make eye contact with the camera, imagine there's an audience watching you as you present
3. Avoid wearing busy patterns, since they can look confusing on camera.
4. Pause or feel free to retake some shots-- you don't have always to do it in one take. You can always edit later.
5. Videography tips:
 - Shoot using plenty of light so the subject is well lit. Make sure not to film with bright a window or light source behind your subject. This will backlight your subject, turning them into a silhouette on film!
 - Keep your camera or phone stable using either a tripod or flat surface.
 - Shoot videos in landscape mode instead of vertical.
 - Choose backgrounds carefully to not be too distracting (ex: placing items behind someone that would appear coming out of their head in the video).

If you have any more questions, make sure to reach out to the Velocity team (Info@IAVelocity.com) and we'll come back to you ASAP.