

it's pitch time!

Inside you will find some guidelines and tips on how to make an amazing 60 second pitch video. We can't wait to hear your ideas!

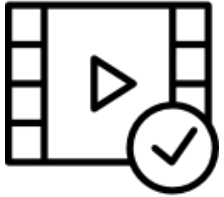
what to include

Here we will give you a run down of what the gen[in] experts will be looking for in your 60 second pitch video.

WHAT DO WE WANT?

Very fair question! Here's what the gen[in] experts will be looking for in your pitch video. The titles below relate to the criteria our experts will give you a score and feedback on (the more "formal" criteria sheet can be found at the end of this document).

Important note: All students who submit a video pitch will progress to Round 2 (amazing right?!). The feedback you receive from our experts will be super important for the submission of your innovation plan in Round 2!



THE REQUIREMENTS

We really want to get to know you and your idea better. That's why you will need to talk about:

- Your name and team member names (or if you're in the process of creating a team).
- The problem you're solving
- What is your idea to solve this problem?
- How is it different?
- Who is your target user/customer?
- Why does your idea matter and why did you want to join the gen[in] innovation challenge?

Remember, this is a pitch so your video must be no longer than 60 seconds!



ENGAGEMENT

All great innovators are enthusiastic and willing to take on a challenge. That's why we want to see that you are committed to gen[in]. So, we will be looking at the following:

- Have you downloaded the "Kick Start Your Idea" resource and completed the activities?
- Have you downloaded this "Pitch Time!" resource (well, you're reading this so that's a tick!)?
- Have you put time and effort into the development of your pitch video?

If you can tick all of these boxes, you're right on track!



CREATIVITY

Here at gen[in] we are lovers of creativity. That's why we cannot wait to see how innovative and creative your idea is! Our gen[in] experts will be looking at:

- Does your idea leverage (fancy word for "taking advantage of") new technologies?
- Is your idea new or unique? Tip: do some research to see if there is anything else like your idea in the world.
- Does your idea differ from your competitors and how so?

We can't wait to see how you tick all the creative boxes.



POTENTIAL

A really important part of your pitch video will be to show how your idea has the ability to develop into something more in the future – in other words, its potential. To assess this gen[in] experts will be looking for:

- What is the potential impact of your idea? How large is this impact?
- Is your idea realistic (can it be achieved)?
- How relevant is your idea to the themes outlined in the "Kick Start Your Idea" resource.
- How is your idea relevant to your context in Queensland?

By ticking the boxes of potential you're on your way to an amazing pitch!

pitching tips

To present a great pitch, you will need to go beyond just stating the facts of your idea. Take a look at how to be creative and pitch like a pro!

5 TIPS TO MAKE YOUR PITCH A SUCCESS

Below are our top 5 tips on how you can make a great pitch. Take a look at each tip and think about how you could apply each one to your pitch video.



TELL A STORY

Who doesn't love a good story? This is why presenting your pitch as a story can be so much more compelling than just stating the facts. So take a second to consider the following:

Think about your story, who are you and why is your idea important to you:

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.....
.....

How does your idea improve the lives of others:

.....
.....
.....

A great way to map your video pitch story is to create a storyboard. You can use our template on the next page.



BE VISUAL

Visual presentations have positive impacts on an audience. So don't be afraid to include something a little different and good lookin' in your video. Have a think about the following questions:

What is something visual that represents your idea:

.....
.....
.....

How would you incorporate these visual elements:

.....
.....
.....



FOCUS

You only have a short time to get your idea across to your audience. You need to drill down to the key components of your idea and focus on them like a hawk. Let's focus in on the following thoughts:

What are 3 key points about your idea:

.....
.....
.....

Why are these important to your pitch:

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.....



DRESS THE PART

Dressing tidily is a great way to make a great first impression and also be a little creative. So, take a little time to think about what you want to wear:

What personal image to you want to present to your audience:

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.....
.....

How can you get a little creative with your dressing to represent your idea:

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.....

Tip: Be careful of wearing patterns or stripes as it can distract from your idea.



HAVE FUN

Now to the most important thing of all....have fun! Your enthusiasm will be infectious and really excite your audience. To help you really sparkle, have a think about the following:

What makes you excited about your idea:

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.....

What are some fun elements you could bring to your pitch video:

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.....

STORYBOARDING TIME

Below is a template you can use to map out your video pitch's flow and story. In each box draw the elements you want to include (visually) and then write some key points you want to talk about. Remember to be creative!

YOU & TEAM



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THE PROBLEM



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YOUR IDEA



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HOW IS IT DIFFERENT



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TARGET CUSTOMER



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HOW IT MATTERS



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filming time

Now you have a good idea of what you want in your video, here are some tips on how to go about filming and editing your pitch.

FILMING YOUR VIDEO

Now that you know what you want to include in your video and how to pitch like a pro, it's time to get down to filming. Here are some key tips and advice from our filming experts on how to create a great video.



CHOOSE YOUR DEVICE

It's important to find the right tool to film your pitch video. Here are 3 options for the type of device you could use,



Screen Capture
[Go here for tips](#)



Webcam
Via Photo Booth (Mac) or
Camera for Windows 8+



Phone



PLAN YOUR CONTENT

You already have your storyboard together but here are some quick tips on how to make sure you plan ahead and create great flow in your video.

- Use dot points for a more natural, conversational tone (using a script can sound like you are reading and can result in a less engaging video – you don't want that!).
- Remember you only have 60 seconds to get your message across, so aim to be clear and concise.
- Make sure you have all your props, visual elements and some water ready to go so that you don't get halfway through your video and need to look around for it.



SHH PLEASE

When filming your video it's important to ensure you have a quiet place to record. Here are our tips:

- Use a good quality headset or desktop microphone if possible – we want to hear your beautiful voice!
- Control background noise such as fans and air-conditioning. Also avoid shuffling papers as the noise can be picked up in the recording.
- Ask to not be interrupted by putting a sign on your door such as "Please do not disturb, recording in progress."
- Switch off your phone – don't want your notifications interrupting your video.



EDITING TIME

Now that you have finished filming you will need to review and edit your video.

There are several options for video editing software that is available to you. These include:

- [Windows Movie Maker](#) (Windows)
- [iMovie](#) (Mac)

Take the time to edit and polish your video as the effort you have put in will really shine through in your pitch video.

We can't wait to see the finished product!

how to submit

It's time to submit your pitch (woo)! We want to make sure you can share your finished product no matter what, so we have provided a few submission options for you.

SUBMITTING YOUR VIDEO

We want to make sure you can submit your video to us no matter what, so here are the different options for you to submit your pitch:



ONLINE SUBMISSION

You can submit your video pitch online via the gen[in] video submission form on our website. Please follow these steps to submit:

1. Upload your video to a video sharing service like [YouTube](#) – make sure you [make your video private](#).
2. Copy the shareable link of your video.
3. Email Sally Dwyer at sally.dwyer@uq.edu.au providing your name as well as your team's name along with the link to your video.
4. Click send!



CONFIRMATION AND NEXT STEPS

Yay! Your pitch video has been submitted!

Once we receive your video we will send you an email to confirm it's in our hot little hands.

As soon as you submit your video you will be able to progress to Round 2 of gen[in] and we will work with you to continue your innovation journey.

We will then give you feedback and scores on your video.

You can then use this feedback to make sure your 1 page innovation plan can be the best it can be.

the criteria sheet

THE CRITERIA SHEET

Below is the formal criteria sheet for your video pitch. This is what the gen[in] experts will be using to assess and provide feedback for your video:

Criteria	Possible Score	Judge's Score	Comments
Application requirements (20%) Applicant(s) have addressed all elements of the pitch: name, problem, solution, target customer and team. Video no longer than 60sec.	5		
Engagement (30%) Rate the efforts the applicant(s) have put into the application process. Is there evidence of completing the ideation materials? How would you rate the motivation to participate in the innovation challenge? How much effort was put into the application and video?	5		
Creativity (20%) How innovative and creative is the idea presented by the applicant(s)? Does it leverage new technologies? How new / unique is the idea? How does the idea differ from competitors in the market?	5		
Potential (30%) What is the market potential of the idea, or how large is the potential impact? Is it feasible and realistic? How relevant is it to the proposed themes? Relevance for Queensland?	5		

Possible Score is between a score of 1 to 5. 1 = one element of criteria completed, 2 = some elements of criteria completed, 3 = half of the elements of criteria completed, 4 = most of the elements of criteria completed, 5 = all elements of criteria completed.