

Pitch Video Tip Sheet



Your pitch will be judged based on the quality of your idea, not on the polish or professionalism of the video. Creating a clean, clear video will help you get your message across to the judges.

1



Quiet Location

Select a quiet location. Avoid any unnecessary background noises. If outside, do not film on a windy day.

2



Clear Background

Clear your background from distractions. Keep it plain and simple so people can focus on what you are saying.

3



Bright Natural Light

Make sure you have a lot of light. Avoid filming in the dark. If possible, use natural light to avoid color distortion.

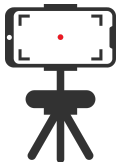
4



Face the Light

Make sure the lighting source is facing you. You want the light to shine on your face with a darker background behind.

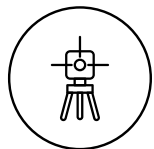
5



Fixed Position

Set up your phone in a fixed position. Avoid holding the phone to film. Use objects like books, tables or a tripod.

6



Stay in Focus

Make sure you are in focus. Tap on the device to ensure that you are in focus even if you move around.

7



Memorize the Pitch

Memorize your pitch so you speak naturally. If you need notes, tape a bulleted list next to the camera.

8



Stand up or Sit Up

Stand or sit up straight. Record from the waist up. Avoid slouching.

9



Dress in Solids

Dress comfortably in a solid color shirt. Avoid shirts with patterns, text or images. You do not need business attire.

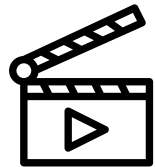
10



Smile

Be passionate and cheerful. People respond to positive people.

11



Film Horizontally

Position your phone horizontally to capture the viewers' entire screen.

12



Film at Eye Level

Place your camera at eye level. You should not be looking up or down at your phone while recording.

13



Speak Clearly

Stay close to the phone so it can pick up your words or use an external microphone if available.

14



Repeat

Film your pitch a few times. Watch your video and show it to others, then make any necessary adjustments.