# 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.

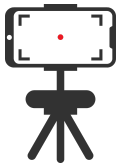
## 3 Bright Natural Light

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

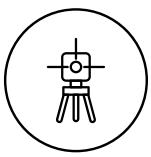
Make sure the lighting source is facing you. You want the light to shine on your face with a darker background behind.

## 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

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

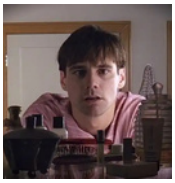
## 10 Smile

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

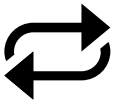


**P**lace your camera at eye level. You should not be looking up or down at your phone while recording.

## 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.