

FALLING WALLS LAB

VIDEO PITCH BRIEFING

International Lab winners who will be unable to attend the Falling Walls Lab finale in-person due to COVID-19 are required to prepare a 3-minute video pitch on their innovative idea. The following briefing provides detailed information to assist winners as they prepare their submissions. The videos will be shown during the finale instead of a live pitch, allowing those who cannot attend in person to still compete. Submission videos will also be made available online in the [Falling Walls content library](#).



Pascault Andriambeloniaina Safidiharizo, Falling Walls Lab Madagascar Winner 2020, pitching his innovative idea via video.



Falling Walls Lab Australia Winner 2022 Mars Buttfield-Addison's digital pitch on the Falling Walls Lab finale stage in Berlin.

GENERAL REQUIREMENTS

- **Format:** 16:9 landscape; MP4 or MOV
- **Length:** max. 3 minutes
- **Quality:** min. full HD (1920x1080px)
- **Language:** English
- The person who appears in the video cannot be someone other than the original applicant. Group videos are not permitted.
- **Terms and Conditions:** By submitting your video, you agree to our terms and conditions (see below). These include the use of copyright (free) material and your consent that Falling Walls may use the video for the Falling Walls Pitches and for communication purposes through all channels worldwide.

GUIDELINES

- **Audio:**
 - Make sure to capture audio in high quality. To verify, check that you understand every single word you said while playing back your video on your computer without headphones.
 - Choose a quiet environment. Ideally, there should be no distracting noises in the background (e.g. wind, traffic).
- **Visual:**
 - Background: neutral and calm. Hint: We would love to see you in your work environment (at your lab, in the field, etc.).
 - Lighting: Make sure your location is well lit, but avoid direct sunlight both indoors and outdoors.
 - Positioning: Position yourself in the centre of the frame. The frame should include the upper half of your body. If you can see yourself while filming, avoid looking at yourself and look into the camera instead.
 - Content: The video should be of just you pitching and should NOT yet include the PowerPoint presentation. Our editors will add the PowerPoint presentation to the video following the instructions you provide in the PowerPoint file.
- **Visual aids / props:**
 - Images and video footage are permitted, provided you own the copyrights or use copyright free material. If used, they must be incorporated in the PowerPoint presentation. The PowerPoint template and corresponding instructions are in the [download section](#). Please also provide Falling Walls with instructions on when the slides should be blended into your pitch within the Notes section of your PowerPoint file.
 - Visual aids and props are permitted. However, in the interest of keeping the competition fair, only props that could theoretically be carried onto the stage in Berlin are allowed. This means that, for instance, cars are not permitted, but a bottle of water is. Use props to help visually convey important information. It helps to think about what everyday objects correspond with your complex research topic.
 - Please do not use your own lower thirds (overlays) or title graphics, as Falling Walls editors will add them in post-production. Do not use subtitles.

INSTRUCTIONS FOR YOUR VIDEO PITCH

In order to deliver your message to the audience effectively, we recommend that you use your three minutes to highlight the problem you are trying to solve (i.e. the wall you intend to break down) and offer your innovative solution to that problem (i.e. how you want to break down that wall).

At the Falling Walls Pitches in Berlin, the jury will evaluate your pitch based on the following criteria:

- **Breakthrough factor:** How innovative is the proposed idea?
- **Relevance/Impact:** How relevant is the idea to the discipline and beyond?
- **Structure/Performance:** How convincing was the presentation?

You can record several takes and only submit your favourite take, so relax and have fun with it!

SUBMISSION

- It is vital that you meet your submission deadline. The deadline can be found in the checklist.
- Submit your video clip and PowerPoint presentation in a ZIP file.
- Confirm that the ZIP file is no larger than 2 GB.
- Submit the ZIP file using a file transfer service (e.g. WeTransfer), sending the link to sascha.hannon@falling-walls.com.

TERMS AND CONDITIONS – FALLING WALLS LAB WINNERS VIDEOS

- I. The video footage may not be made public or shared with third parties prior to 8 November 2023.
- II. By submitting the video footage, the participant consents to the publication (as a whole and in parts) via social media, in newsletters, and on our growing content library at falling-walls.com, as well as on the platforms of our partners.
- III. By submitting the video, the participant confirms to own the usage rights of all material in the video.
- IV. Falling Walls reserves the right to adjust the video in length and according to the Falling Walls corporate identity.
- V. The video presentation shall not include indecent or unlawful content. Comments violating the free and democratic basic order may not be made public through the presentation or distributed in any other forum of the Falling Walls Foundation (including all social media channels).
The presenter is not allowed to give a pitch with an inflammatory political or religious agenda.
- VI. Each presenter's video pitch must be in compliance with the law, especially design, patent, trademark, and copyright law. The Falling Walls Foundation cannot assist with this process or act as a consultant.
- VII. All rights to the presented work should be held by the presenter and be public before submission/presentation to Falling Walls. By submitting the video, presenters guarantee that their research methods and academic practices adhere to legal standards and established ethical values.

→ Questions?

Please do not hesitate to reach out to

sascha.hannon@falling-walls.com.

We hope you enjoy the video production process and look forward to receiving the results!