

# FALLING WALLS VENTURE

## INTRODUCTION VIDEO BY NOMINATING INSTITUTION – BRIEFING

During our science start-up pitch competition Falling Walls Venture on 6 November 2025, each start-up will be introduced by a person representing the nominating institution. This will happen right before the live pitch of the respective start-up. We kindly ask all nominating institutions to record a one-minute video in which they introduce the start-up. Even if you attend and introduce the start-up in person, which we hope you do, we ask you to provide this video so that we have a back-up solution in case you aren't able to attend.

### General Requirements

- **Format:** 16:9 ratio (landscape); .MOV or .MP4
- **Length:** max. 1 min. (please do not exceed this limit!)
- **Quality:** min. full HD (1920x1080px)
- **Language:** English

Please record your video with a neutral background and do not use any logos.

We recommend that you use an external camera. Otherwise, you can use a phone camera (ask someone else to record the video), at best with an external microphone.

- **Audio**
  - Choose a **quiet environment** without distracting noises in the background.
  - If you have one, use a proper microphone to capture your audio in high quality.
- **Visual**
  - **Positioning:** Position yourself in the center of the frame, on a **neutral background**. 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.
  - **Lighting:** Please avoid direct sunlight both indoors and outdoors. Find an environment with as much **natural light** as possible. Avoid having a window right behind you.
  - **Slides:** You do not need to prepare any slides – there will be a slide stating your institution's name, your name, and your role.
- **Content**
  - Very brief introduction of yourself and your role
  - Why did you nominate this start-up?
  - Why should they become the Falling Walls Science Breakthrough of the Year in the Science Start-ups category?

If you have any questions, please do not hesitate to get in touch with Isabel Metz at [venture@falling-walls.com](mailto:venture@falling-walls.com).