

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 will add the Falling Walls Venture logo and a lower third with your name and institution.

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.