

FALLING WALLS VENTURE

VIDEO PITCH BRIEFING

General Requirements:

- **Format** 16:9 ratio (landscape); .MOV or .MP4 Format
- **Length** maximum 5 minutes, less is fine as well
- **Quality** min. Full HD (1920x1080px)
- **Language** English

Recommendations:

- **Content:**
 - o Start with the problem, but **focus on your solution:**
 - which wall are you going to break?
 - what is unique, innovative, novel about your solution?
 - how do you implement it?
 - what impact will your solution have?
 - what is the commercial potential?
 - what is your business plan?
 - o The jury expects you to deliver the key aspects of your technology.
 - o Find the right balance between good story telling and depths of information.
 - o Your video will be seen by a diverse audience. Make sure to explain complex ideas in simple terms.
 - o You can watch winning pitches of last year here:
https://youtube.com/playlist?list=PLkhVBjzVMPH3p_Nw56kXsn0GDDG48ZsYn
- **Audio**
 - o Use a proper microphone to capture audio in high quality.
 - o Choose a quiet environment: Ensure that there are no distracting noises in the background.
- **Visual**
 - o Background: Should ideally be neutral and calm. We would love to see you in your work environment.
 - o Lighting: Avoid direct sunlight both indoors and outdoors.
 - o 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.
- **Visual aids and props**
 - o If you have prototypes or props - use them!
 - o You may include presentation slides, images or animations in your video, provided you own the copyrights or use copyright free material.
 - o If you use slides: use them to better illustrate your story – not to summarize it. Make them clear and simple but also catchy and imaginative.

Questions?

Please don't hesitate to reach out to Jakob Korenke at venture@falling-walls.com