

QUICK START:

How to Make Your Pitch Video

You've worked hard on your invention This is the chance to tell your story!

 **Rules for Invention Pitch Video**

- Finished pitch videos should be 4-5 minutes
- Videos should be a single recording (no editing) done on a cell phone camera or video camera that succinctly communicates the invention process and impact.
- It addresses all elements of the invention process from the Judge Rubric
- Videos should always identify the student's name, grade, school, name of invention, and a brief statement of what the invention does at the start of the video.

 **Do not use LumieLabs to record the Pitch** Your Pitch video should be recorded on a phone or video camera, uploaded to YouTube, and submitted as a separate file.

Create a **4-5 minute YouTube video** that is the Story of your invention: - explaining the problem, the process that you went through to come up with the solution and how you created the invention.

Plan the video ahead of time so you know the order. If this is a team project, then each team member shares telling the story in one pitch video. Plan out ahead of time who will speak. If you are unable to be in the same place as your team member, divide the video into separate parts and feel free to submit those parts separately, or combine into one video.

Once you are ready:

- Find a quiet, well-lit spot where you can set up your invention and you have room to present. Natural light from windows works well. Just don't stand in front of the window. You don't want to be in shadow, so the light should be coming toward you.
- Talk in a loud, clear, voice!! You are the expert on this invention. It is normal to be a little nervous. Pretend you are telling a story to your best friend. And you can always start over!!

The Pitch Video cannot be "produced;" it is expected to be a continuous 4-5 minute video. It is ok to be prompted by a parent with questions during the video.

- o For the pitch video, do NOT use LumieLabs. (LumieLabs is only for the digital display board).
 - o Don't add any special graphics or music
 - o No special editing such as fade in/out
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WHAT GOES INTO YOUR VIDEO?

What is your name? What is your invention?

Introduce yourself. If a team, then each team member introduces themselves

--Name, Grade, School, City

Tell me about the problem your invention solves.

The story of how you recognized the problem you solved

-- Why did you choose this problem? What is the need?

--Who else has this problem?

--Did you do any research on this problem? What did you find?

Description of the invention you built to solve the problem

--Did you check to make sure this invention doesn't already exist?

-- If it does, what did you do to make your invention different? Better?

Challenges you overcame to arrive at your final design

--What different solutions did you come up with to solve your problem?

--Did you have to redesign? Why? How did you choose to invent this particular solution?

--How long did your invention take to make? How long did the whole invention process take?

What did you learn as you went through the design, build, and test cycle?

--What is your invention made of? What kind of materials did you use?

--How did the testing go?

-- Did your invention work the first time? If not, how did you improve it?

How does your invention work? Can you show us?

Explanation or demonstration of the prototype (need not be working)

--Be sure to show it on the video (you can have the camera move in closer)

--Point out the features – if it is working, show how it works.

--Can you think of who else this might help or who else would use it?

--How would it help? How would they use it?

Your closing thoughts:

--What did you like best about your invention?

--If you could further improve your invention, what would you do?

--What was the most fun part about inventing?

--What were some reactions you got from other people about your invention?

Upload your video to YouTube

- DO NOT mark your video as “Private” or our judges will not be able to access it .
- **You can mark it as “Unlisted” OR “Public”**
- You will copy and paste your YouTube video link in the online registration form in the appropriate part of registration.

1. Open **YouTube**.
2. Click on the **CAMERA** in the top bar.
3. Click on the Video you would like to upload.
4. Click on **NEXT** in the top right corner.
5. Change the **TITLE**.
6. Add a **DESCRIPTION**.
7. Keep the upload **PUBLIC**.
8. Click the **UPLOAD** in the top right corner.

Creating your 4-5 minute Pitch Video using your iPhone or other cell phone

--Before you begin - turn off the **AUTO-LOCK** in settings.

--Steps for turning off **AUTO-LOCK**:

- Go to your **Settings** button
- Click on **Display and Brightness**
- Click on **Auto-Lock** and select: **Never**

--Upload **VIDEO**:

9. Record the video on the iPhone using the video instructions (on previous page)

Helpful hints for filming

- Film original content a smartphone or video camera
- Plan what you are going to say. If you are on a team, decide who will talk about which topics before filming.
- Display and use your prototype in the video. Pick up your prototype. Use it! Show us what it can do!
- Film in a quiet, well-lit place. Avoid filming in front of a window.
- Use a loud, clear voice. You may want to practice this a few times.
- Before recording, take a deep breath and relax! Remember, you are the expert on your invention.
- Remember, no display board is needed.
- Your pitch is just you and your prototype. Share your invention to the video the way you would share the invention with the judges!