

How to Create your Pitch Video for Technovation

Hello all,

I'm Athaliah, one of the Lead Mentors at the Digital Hub. Last year, I made my own pitch video at home. In this tutorial, I will help you to create your Pitch Video in the easiest way possible.

Creating the Script

The first thing you need to do is type out a script containing a summary of your company and app. Every section should be maximum 3 lines in length. Remember that you will be saying this script aloud, so try make it natural by using connectives between sections, e.g. "In regards to the target market.. In addition to the components... However this competitor lacks.."

- 1) Introduce yourselves and state your roles.
- 2) Problem and Solution – give your company's name and state the type of company it is, e.g. a social enterprise. Talk about the problem identified and state the reason why it is worth solving. Introduce the solution by stating your mission statement.
- 3) A description of your app – the name, the components, the specific benefits to the customer, how it provides the solution.
- 4) Competitor Analysis – List two key competitors, one of their strengths, one of their weaknesses and how your company has a unique advantage.
- 5) Target users – give two point about who your users are, e.g. students in Ireland and the size of the target market, e.g. 100,000 potential users.
- 6) Marketing Analysis – give two ways you will promote your company and why you have selected those two ways, e.g. through Instagram because your target market uses Instagram frequently.
- 7) Financial Plan – give one way to generate revenue, e.g. through subscriptions or displaying ads in the app, and one way you plan spending that revenue, e.g. cloud storage. Estimate how much money you plan to make in the coming years.

8) Milestones – what have you done so far and what you plan to do, e.g. expand to new city or create a new app feature.

Timing Yourself

Time yourself saying the script. Every section should be maximum 30 seconds long to fit the 4 minute limit. If it takes longer than the time limit, you know that you need to cut some sentences out.

Shooting the Video Sections

Once you are happy with your script, you need to record yourself saying each of the seven sections into separate videos. If you are in a multiple person team, you need to designate sections for each person to record.

Have a clean, organised background. Make sure that your camera/phone is in an elevated position e.g windowsill. Sit/stand facing towards the light source. Memorise the section you are about to record beforehand. Practice out loud with a calm, unrushed voice. Smile and use good body language.

Set a ten second timer before the video starts recording, allowing you to get into position. Once you have finished talking about the section, wait for half a second then stop the video. Don't worry, this part of you stopping the recording will be trimmed out with the video editor to ensure smooth transition from section to section.

Once you have finished recording each section, name the video by section. If you are recording section 1, name the video 'section 1'. Save the video sections to Google Drive.

Sharing the Video Sections

If you are on a multiple person team, you need to designate one person to whom all of the videos will be sent. Share the videos with this person via Google Drive. Details on how to do this are below.

Editing Apps

The editor needs to save the video sections to their laptop/phone. If you are using the laptop, it is recommended that you use Adobe Spark. You can find it [here](#) . If you are using your phone you can use 'VivaVideo' or 'PowerDirector'. Details on how to use the laptop app will be given in the webinar.