

Video Production Tips

* Video **MUST** strictly be no longer than maximum 2 minutes in length.
* Keep it short, to the point and impactful!
* Your video pitch should clearly answer the following questions:

-What is the business idea?

-What problem does it solve and how does it work?

-Why is your idea innovative?

-Who do you think will buy/use your idea and why?

-Who are your competitors? Why is your idea better?

* Try to grab the judges’ attention in the first few seconds – how can you stand out?
* The judges will want to see you are passionate about your idea so this should shine through in your pitch.
* Make sure you do plenty of practice before making the final cut!
* Although this competition is based on individual and not group entries, it’s always a good idea to get some help in the production of the video. Ask a friend or family member to five you some feedback during the production.
* Make sure you choose a quiet place to record with no background noise and to ensure sound quality is good.

Making Your Video

10 Step Guide

1. If you’re not used to the sound of your own voice, practice reading something out loud. Concentrate on diction, pronunciation and pace. Don’t rush it and don’t forget to breathe! A nursery rhyme will do for a start! Record yourself on your phone. Listen back and get used to the sound of your own voice. You don’t sound that bad – honestly! Get over it….
2. Graduate to taking a video of yourself reading out the piece you have chosen. Watch it back. Make notes of what you could change. Re-record. Do this a good few times until you are comfortable with the end result.
3. Sit down and think about your idea. Follow the **five key pointers in red on page 1 of this document**about the content of your pitch. If you stick to these you can’t go wrong. Write out your script. Don’t worry about the length of it just yet. Read and record.
4. Edit your script. Remember that it can’t be more than two minutes long. This is probably the trickiest part. You may have to rearrange sentences. Read it out loud. Make sure it makes sense. There is a world of difference in writing an essay and writing a video script. Short, snappy sentences are the order of the day!
5. Ask someone who knows absolutely nothing about your idea (but make sure it’s someone you trust so they won’t steal it on you) if they understand the concept and if you have explained it properly. This is a very good way to ensure that you are being crystal clear and that you have thought out your idea properly. Stick to the point. **Explain it like you would to a five year old!**
6. Edit your script again!
7. Decide on the location for your video and any props you might like to use. You will stand out from the crowd if you can do this creatively. NB. If you are using an “extra” in your video, that person **MUST** be at least sixteen years of age at the time the video is made.
8. Wear a **bright colour** (but not white). Don’t wear very patterned clothing (best not to wear stripes).   Have a good, contrasting background. Don’t take a video of yourself in front of a window (unless the curtains are closed!) or you will look like Beyonce with a halo! Make sure you pick a quiet location. There should be absolutely no back-ground noise.
9. If you are moving/ walking about, using props in your video, make sure you and they **stay within shot.**
10. **Have fun with it**! The judges’ attention will be caught by an engaging, informative, energetic presentation of your fabulous business idea!