video pitching
1. video assessment
2. tech/setup
3. content/delivery
1. video assessment
The VIDEO PITCH

Record a video pitch where:

- You present (up to) the 3 key management persons
- Highlight the level of motivation and commitment of the team, and why it is the right one to be successful
- You present your project idea and how it fits to the company strategy
- You show that you are aware of what is needed to reach your goal, in terms of missing resources/skills/etc.

Please note that:

- The video is not subject to a specific evaluation criteria, but is used to complement the overall impression on your competence, commitment and credibility
- The video does not need to be recorded in a professional setting, provided that it has a good enough quality to be correctly watched and understood.
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who
earn
time

build
trust
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why
MOTIVATION

Why

How

What
MOTIVATION PROCESS

WHAT

HOW

WHY
motivation
commitment
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why us / why now
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project idea/what do you do?
show your product
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request/what do you need
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competence
commitment
credibility
**The VIDEO PITCH**

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2. tech/setup:
professional video
ambitious video
bad video
check your stage
Have a good understanding of your stage aka the screen - how does your audience see you?

Minimum setup: position yourself in a way that your audience can fully see your face and a bit of your upper body.

Ideal setup: Once you have setup your face/upper body, invest time in your background. What else is your audience seeing? This can also improve the impression you are making on your audience.
lighting
Have good lighting - at least don’t have light behind you. Focus on your face.

Minimum daylight setup: face towards a window (looking at the window), this will create nice lighting.

Minimum night setup: have bedside lamp setup behind your notebook illuminating your face.

Ideal setup: buy a ring light. Check YouTube and Amazon and you will find a huge variety. It will make all the difference.
audio
Lavalier
Rode smartLav
Podcast
Microphone
Shure MV7
Good audio is extremely important. Bad audio can and will destroy even the most brilliant presentation.

Minimum audio setup: use headphones. AirPods work extremely well and charging time is extremely short.

Ideal audio setup: use a dedicated microphone. You will find a lot of guides online for streaming and podcasting as source of inspiration. It depends on your liking and budget as well as the camera or computer used.
camera
solid setup
Have a stable platform. And understand that banging on your desk or notebook will create unpleasant noise and distraction for your audience.

Minimum setup: your desk.

Ideal setup: a webcam/camera mounted on a tripod and your notebook on a stand.
editing
iMovie
Record in Zoom
pro tip 1: stand up
Delivering your presentation while standing will strongly change your body stance (instead of crouching in front of your notebook looking down at your webcam and your audience) but it will also enable you to deliver more energy to your audience as well.

Sitting down is more relaxed, standing is more energetic. Just try it.

However, in order to stand you will have to elevate your notebook to still be at eye-level with your audience. If in doubt, put a box on your desk - works like a charm.
pro tip 2: use a presenter
Using a presenter will let you stand and will allow you to create sufficient distance to your webcam as well as a more fluent presentation.
pro tip 3: use a second screen
Using a second screen will enable you to use the presenter mode while presenting. You can see your upcoming slides and notes but your audience can’t. This usually doesn’t work with a single screen (November 2020).
3. content/delivery:
eye contact
Look at your audience.

This is simple advice but can make all the difference. Therefore you need to position your webcam in a way, that it is easy for you to look directly into the lens and talk directly to your audience. You can also use this in order to enforce specific content.

Remember: you are speaking to everyone individually and want to make contact.
transition
STAGE DOOR
BAND AND CREW
ONLY
Take your time to transition from your home environment to your stage.

Plan enough time to settle down and transition to your stage mood. Prepare your setup and do a systems check, clear your background both on and off screen and have some water at the ready.

Check your lighting and speedtest your internet.
simple language
„Think like a wise man but communicate in the language of the people.“

—WILLIAM BUTLER YEATS
SLOWLY PLEASE
Neocortex

Limbic Brain

Reptilian Brain

Instinct

Emotion

Neocortex

Rational

Time

Complexity
How Horny is that then?
be authentic
body language
slides
I am a hacker
• Create clean and simple slides with clear messages and little distraction.

• The slides should underline your words, but not contain all your words.
Your Task:
Your Task:
pitch your ecosystem
Your Task:
pitch your ecosystem
create a 3min pitch
Your Task:

pitch your ecosystem
create a 3min pitch
add 5 questions you are expecting