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Two-Minute Video Pitch Guidelines
SPARKS Applications

Deliverable: Two-Minute Video Pitch uploaded to YouTube/Vimeo (Unlisted); URL link posted in the application form

Due date: 3rd October 2022

Video Creation Instructions

Applicants must provide a link on Engine's SPARKS application form to their two-minute video highlighting the overall "who, what, and why" of their solution. The video should be uploaded privately (unlisted) to a widely used video platform, preferably YouTube or Vimeo, and submitted to us by the deadline listed above.

The goal of this video is to provide further insight into the actual problem your solution solves. This should be facing the camera and you may use a maximum of 2 slides, however, this is not a requirement.

Please be aware of the time limit **(judges will view no more than 2 minutes)**.

At minimum, please use this video to answer the following questions, in addition to any other relevant Information:

1. What specific problem is your solution solving?
2. What is your solution in a nutshell?
3. What business area will need your solution?
4. If you could select one job title you could demo to, who would it be?
5. How your solution creates efficiencies and competitive advantage

Please note that Judges will not be scoring this video by the quality of camera or footage. Mobile phone camera, webcam, etc. all provide acceptable video quality.

Video Upload Instructions

The video can be filmed on your phone and uploaded on YouTube/Vimeo as unlisted. You can then simply provide the URL in the designated space within the application form. Please make sure the video is **not password protected**, as judges will not be able to view it. Instructions to create an unlisted video on YouTube can be found **here** or via Vimeo **here.** We recommend using YouTube or Vimeo, but you can use other platforms as long as the video remains easy to access.

Who are the Engine Judges?

Your applications will be assessed by task forces made up of individuals from the Engine Advisory Panel, click **here** to view the Engine Advisory Panel members - industry professionals and affiliated experts that are committed to helping you make your tech solution an industry reality.

5 Top Tips

1. Make sure you're loud and clear. Good audio is critical to understanding your pitch. Make sure there is minimum background noise.

2. Make eye contact with the camera, imagine there's an audience watching you as you present

3. Avoid wearing busy patterns, since they can look confusing on camera.

4. Pause or feel free to retake some sections - you don't have always to do it in one take. You can always edit later.

5. Videography tips:

   Shoot using plenty of light, so the subject is well lit. Make sure not to film with bright a window or lightsource behind your subject. This will backlight your subject, turning them into a silhouette on film!

   Keep your camera or phone stable using either a tripod or flat surface. Shoot videos in landscape mode instead of vertical.

   Choose backgrounds carefully to not be too distracting (ex: placing items behind someone that would appear coming out of their head in the video).

If you have any more questions, make sure to reach out to the Engine team (**info@theiaengine.com**) and we'll come back to you ASAP.