FORMATTING AND CONTENT REQUIREMENTS:
VIDEO PITCH

- **Content:**
  - The video is your opportunity to show the judges your best “elevator pitch.”
  - Makes sure to introduce and describe the problem and clearly articulate your proposed solution.
  - The purpose of the video clip is to convince the audience that a real and compelling social or environmental problem exists and that an opportunity to solve the problem is being presented.
  - Convince the viewers that this idea is worthy of investment.
  - *Note: In past years, videos have been quite creative. However, due to changes in the format of the competition, we ask that videos for 2014 be simply recordings of elevator pitches. This change is being made to ensure that judges receive the entries in a more standard format in order to more easily judge the merits of each project.*

- **Format and Submission Details:**
  - Videos should be no longer than 60 seconds in length.
  - Please ensure that the audio and visuals are clear.
  - Upload completed videos to YouTube with the following title format: Georgia Tech I2S Competition 2014: XZY (team name).
  - Submit the link to the YouTube video, along with the Executive Summary, to: GeorgiaTech.ILE@gmail.com by the posted deadline.
    (See http://ile.gatech.edu/i2s/calendar.html for important dates and deadlines)
  - Please note: AV files will not be accepted.