



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:** We ask that videos for 2017 be simply recordings of elevator pitches – no animation or special effects needed. This will ensure that judges receive the entries in a standard format in order to more easily judge the merits of each project. Here is an example of a good video pitch:
<https://www.youtube.com/watch?v=AvsclFcjSD4>
- **Format and Submission Details:**
 - Videos should be no longer than 60 seconds in length.
 - Please include an intro slide at the beginning of the video with your Team Name, the name of team members, and Ideas to Serve Competition 2017 below, to help judges quickly identify your team.
 - Please ensure that the audio and visuals are clear.
 - Upload completed videos to YouTube with the following title format: Georgia Tech I2S Competition 2017: *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://scheller.gatech.edu/centers-initiatives/ile/i2s/index.html> for important dates and deadlines)
 - Please note: AV files will not be accepted.