

IDEAS TO SERVE: COMPETITION

Video Content and Formatting Guide for Problem Discovery Track and Solutions Discovery Track



Content

The video is your opportunity to show the judges a 3 minute summary of your research. Each team's 3 minute video pitch should be accompanied by 5-8 slides showcasing your work. Here is what videos should contain:

- Introduce your team and share what you each bring to the table
- Introduce and describe the problem you've been exploring (and, for Solution Discovery Track, clearly articulate your proposed solution)
- Include a clear version of your stakeholder map
- Cite major sources of information on one slide

Keep in mind...

- The purpose of the video is to convince the judges and audience that a real and compelling social or environmental problem exists and to show that the issue is part of a larger system that you have explored
- The video should present information in an easy-to-understand way, so that even viewers who had no previous exposure to the issue can understand it
- Please include images, maps, graphs, on your supporting slides to emphasize your message about the problem (and solution for those in the Solution Track)
- Please know that special effects are not needed – judges evaluate the *content* of the pitch video in conjunction with the Executive Summary and Map

Requirements

- Video will be 3 minutes total
- Title slide must include Team Name, participant names, and Ideas to Serve 2020
- 5-8 slides in addition to title slide including stakeholder map, sources, and topics listed above
- Upload video to YouTube with the title format "Georgia Tech Ideas to Serve Competition 2020: TEAM NAME "
- and be sure to set video to 'public' so judges can view
- Submit your YouTube link and Executive Summary document to ideas2serve@gmail.com

Resources

Here are a few ideas to consider when creating your team video:

- Record your video using Camtasia or other web tool
- Record your voiceover on each slide in PowerPoint ([directions](#))
- Record your presentation in PowerPoint ([directions](#))
- Record video pitch on BlueJeans
- Record audio on your phone and add slides to it