Conrad ALC Presents:
Virtual Power Pitch Prep One-Pager
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Virtual Pitching Requirements: Read the full requirements: Finalist Guide

- This year, the Virtual Power Pitch will be a pre-recorded video of 6-8 minutes, uploaded to your team’s AwardForce profile.
- A minimum of 40% or 3 minutes of the video must include team members on camera (not simulations, graphics, cartoons, etc.).

Tips & Guidelines (from your friendly ALC)

- How to create a compelling pitch: A great pitch comes from (1) great content and (2) a strong narrative. The narrative is where you can showcase the background/context of your product, your team, and how your product can make an impact on society. Here are our tips on how to generate a great pitch.

  - Create a storyboard
    - What is a storyboard? See here.
      - Think about this as a script that ties together all the visual elements of your story into a narrative that is anchored at certain key points.
      - (1) Design the story. The order by which you present content is as important as the content itself. What was the motivation behind your team, how did you identify the problem? Capture the audience’s attention!
      - (2) Plan the story. You have only 8 minutes to tell your story. Decide how much time you want to allocate to each part.

  - Ideate on content
    - There are infinite ways on how you can present content. You can record yourselves in a video, walk-through a 3D simulation, create cartoon animations. Ideate how you can present different snippets of your story.
    - Decide which content will be best for different content parts. Don’t make your video all animation or all simulation. Diversify your presentation while being consistent with your story theme.

  - Delegate & plan content
    - Now you know what your video will look like! Assign team member(s) to each section. Some are great public speakers, while others are great at making cartoon animations, while others can take charge of building simulations.
    - Plan how much time you will need to create each content piece! Make sure that time-intensive tasks (such as creating a 3-D simulation) do not get rushed.

  - Create & Combine the content
    - Create the video clips! Sometimes you might have to record audio and video separately. Sometimes you’ll need to do multiple takes - make sure you eliminate background noise.
    - Combine all the video files. Can you clean the audio track during processing? Are transitions between segments smooth? Can you add subtitles to help the audience follow along?
    - Seek help from friends, classmates, etc. But remember that ultimately, it’s the content and your story that will be judged, not how fancy your video is. Spend your resources wisely!
Resource List

Project management

Trello  
Asana

Storyboarding

Plot  
Canva

Presentation

PowerPoint  
Google Slides  
Prezi

Audio/Video

Premiere Pro  
Vegas Pro  
Final Cut Pro X  
iMovie

Animation

Powtoon  
Renderforest  
Animaker

3D modeling/simulation

Blender  
Autodesk Fusion 360  
Autodesk AutoCAD  
Autodesk Inventor  
ZBrush