

VIDEO PRESENTATION



CONTENT

The video presentation consists of three basic parts; the introduction, the body, and the conclusion. In general, the introduction should be about 10 - 15% of your speaking time, the body around 75%, and the conclusion only 10%. Criteria that will be evaluated by the judges are novelty, commercial value, product completion, intellectual property with evidence. Duration video should not be more than 3 - 5 minutes.

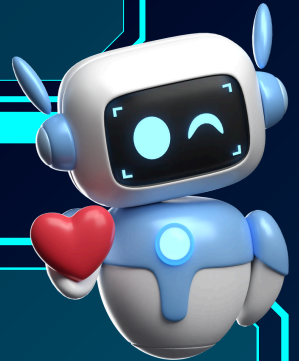


STEP 1

INTRODUCTION

Title, Objectives & Outline of the Project

The introduction is the most important part of your presentation as it sets the tone for the entire presentation. Its primary purpose is to capture the attention of the audience, usually within the first 15 seconds. Make those first few words count!

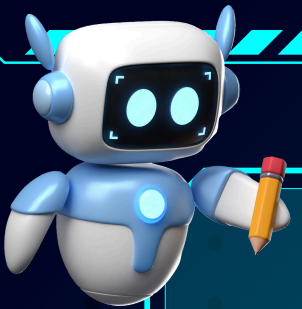


STEP 2

THE BODY

The Main Part of Your Project

- Example outline to include in a presentation
 - The problem your target users are facing
 - Shortcomings of current solutions
 - Potential new solution (without naming yours)
 - The value of product/project (Market Size and Opportunity)
 - The product/project you are offering
 - Benefits that users get
 - Experiences, examples, cost, and social proof
 - Highlights product's intellectual property and published papers (if related to the product)



STEP 3

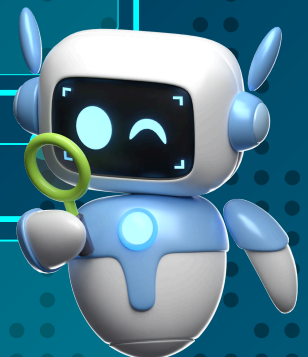
CONCLUSION

X-Factor of Your Project

A good conclusion does two things:

- Remind the audience of your key points
- Reinforces your message

***Your conclusion should end the presentation on a positive note and make the audience feel that have used their time well listening to you.*



STEP 4

STRATEGIZE

Simple and informative

- Do keep your video simple and succinct
- You should use images that show what you mean
- The secret of a successful presentation, "Show, don't tell".