



THE UNIVERSITY
of ADELAIDE

Ingenuity 2024

Tips for putting together the Perfect Pitch video

**make
history.**

Tips for putting together your Perfect Pitch Project video

Purpose:

A 60-90 second video “pitching” your project to a non-technical audience

Audience:

The video needs to be appropriate for non-technical audiences – ranging from high school-aged students to adults from industry as well as the general community.

Getting started and structuring your video:

- This is not a video production, it’s a pitch. This is about how well you can communicate your project to a non-technical audience.
- If you had to put it in one sentence: ***what is the aim of your project?*** Once you know this, think about how best to convey this in your video. Putting down some brief dot points will help you map out what you could cover in your video and what footage would go with each key message.
- What most people want to know is how your project/research will impact our society and/or what problem is your project/research addressing. To make your pitch relatable, consider addressing one or more of the following questions in the video (using examples):
 - Why is your project/research important? Even though your work is important to you, why should this matter to other people?
 - What problem is your work seeking to solve/what aspect of life/technology will the project improve?
 - How could your work affect the everyday life of the audience? Or shape the future?
 - What are the everyday applications of the project or research (or technology)? Are there relatable examples that you can give of the potential applications of the technology/discovery that your project is focussed on?
- Create a script that uses clear language and avoids using jargon. Think about how you would describe your project to your friends and family that are non-engineers/computer scientists/mathematicians/scientists. If you need to convey a key scientific/engineering/maths/computer science principle, consider whether an analogy or a prop like a scale model, simulation or diagram would help.
- Look beyond *what* you are saying to *how* you are saying it! Consider your tone, the pace of your speech, and your body language – remember that communication skills encompass both non-verbal as well as verbal components.
- Get people excited... and remember that one of the best ways to do this is by being excited yourself! Let your pride and excitement about your discoveries shine through!

Here are some tips for filming your own video:

<https://youtu.be/9D608Dnd09Q>

There are a range of free programs that have video editing capabilities:

[Filmora 9](#) – free to download

For Mac or PC

[iMovie](#) – free to download

For Mac

[Movie maker](#) or [Video editor](#) for Windows – free to download or included with Windows

For PC