

Duration: Aim for a captivating **3-4 minute** video.

1. Introduction:

- ◆ Begin with a warm welcome! Share the names and a brief introduction of each member in your group.

2. The Big Idea:

- ◆ Dive deep into the brilliance of your idea (in 30 words or less), unraveling the concept with clarity.
- ◆ Highlight your chosen category and explain why your idea is a game-changer.

3. Motivation:

- ◆ Express the driving force behind your idea. What inspired you to embark on this journey?

4. Visual Appeal:

- ◆ Spice it up with engaging imagery or video snippets of your idea in action.
- ◆ Show, don't just tell – make your concept come alive on screen!

Your creativity doesn't end with the video; it could live on in future promotional materials! Be aware that snippets from your video may be featured in upcoming promotional content so please do not give away any secrets!