



Two-Minute Video Pitch Guidelines

Deliverable: Two-Minute Video Pitch uploaded to YouTube; link posted in YouNoodle

Due: Refer to *Competition Overview and Guidelines* for specific deadline dates.

Video Creation Instructions

Teams must submit a two-minute video highlighting the overall “who, what, and why” uploaded to YouTube and submitted online (paste YouTube link) via YouNoodle.com by the deadline listed above.

The goal of this video is to provide further insight into the actual working of your venture, and hopefully to give judges the opportunity to see your idea in action, either through footage of the prototype with explanations, the business model, the problem, etc. We certainly encourage creativity but please be aware of the time limit (judges will view no more than 2 minutes).

At minimum, please use this video to answer the following questions, in addition to any other relevant information:

- What is your solution?
- What specific problem is your solution solving?
- Who is it solving this problem for?

Judges will not score this video by the quality of camera or footage but rather by the clear explanation and showing of the “who, what, and why” of one’s venture. Cell phone camera, webcam, etc. all provide acceptable video quality.

Video Upload Instructions

Please upload your video to [YouTube](#) and provide the URL via [YouNoodle.com](#) in the designated space. Make sure the video is not password protected, as judges will not be able to view it. Instructions to upload a video can be found [here](#).