

Pitch Video Guidelines [\(Spanish Version Here\)](#)



Length

- **Grades K-2: 3-6 minute video**
 - Permitted use of notecards and/or simple adult prompting
 - *Prompt topics when needed, but **not interview style***
- **Grades 3-4: 4-6 minute video**
 - Permitted use of notecards
 - But **no adult prompting**
- **Grades 5-8: 4-6 minute video**
 - No notecards
 - No adult prompting

Notecard restrictions also apply to reading a script from a screen. If you are restricted from use of notecards, you are also restricted from reading a script on a screen.

Rules

- There should be NO editing or production. (No effects, transitions, music, cuts, editing, etc.)
- The video should run continuously.
- While filming on a smartphone, hold the phone horizontally/landscape.
- Your video presentation must be submitted online (**ZFairs**) by **Tuesday 3/4/2025 at 6pm.**

What are the judges looking for?

- Please [read the rubric](#) carefully. The judges will score your video presentation based on the rubric and your ability to communicate the key components of your invention. Use the rubric and [this topic guide](#) to plan the content of your video.
- Don't forget to showcase your invention prototype throughout your pitch and to reference/demonstrate with it when appropriate.

What if I worked as a team?

- If you worked remotely, you may choose one inventor to present your team's prototype. You should mention each team member's name at the start of the video.
- You may use an online platform, like Zoom, Google Meet, etc. to record the pitch together, having all team members' videos on the screen throughout the video.

Using Visuals

- A trifold board is **not required** and is **not factored** into judging scores at the regional level.
- A digital display board or Powerpoint is **not required** and is **not factored** into judging scores at the regional level.
- **However, information from visuals can still help judges score your invention overall.**
 - Look at the [Topics for your video \(in this guide\)](#) and the [Regional Competition Rubric](#) to understand what the judges want to know
 - Any PDF is acceptable to submit
 - Submit a PDF of all your visuals in ZFairs (under Paperwork)

Profile Additional Questions School Entry Custom Questions **Paperwork** 1. Click Paperwork tab

Paperwork Upload Wizard

Upload the required paperwork for your project. Click on the file you wish to upload to get started.
Files with an * at the beginning are required.

Files: 1 2. Click Upload File

 **Supplemental Images (Optional)**
Any additional photos, charts, graphs, etc. that aren't already in the Logbook. Can use the optional Template to show your images to the judges.
Not required.

 Upload File  View File  Delete

- **Options for using Visuals During the Pitch Video:**
 - Students can reference visual elements during their pitch presentation when relevant.
 - Students can show/reference **printed versions** of these visual elements during the pitch video if recording on a phone
 - Students can show/reference **digital versions** of these visual elements during the pitch video if recording on a computer
 - **NOTE:** students should **not** display a full slide presentation throughout their entire pitch. They should show and reference visuals only when relevant in their pitch. (**See notecards rule for clarification**)

Topics for your video & suggested times

When preparing for your presentation, use this outline and questions as a guideline. These topics are what judges will be scoring you on, so you want to make sure you address these in your presentation. Overall, the judges want to hear about your invention process, so spend time explaining how you arrived at your end result. The times suggested for each topic are just that, suggestions. Do not feel that you have to speak for that long. Be concise with what you have to say, and do not worry if your video does not reach the maximum time.

INVENTION PROCESS

Problem & Solution Identification: Identifying, Understanding, Ideating (2 minutes)

Arrival at the Problem:

- How did you uncover the problem?
- How did you become passionate about this problem?
 - *Answer could be a personal story with a connection to the problem or a written process of identifying and researching a problem and its impact.*

Research on who is affected by this problem:

- What sources did you use to uncover the problem your invention solves and to better understand the situation?
 - *Answer could be a personal story of how you were inspired or a bibliography of sources. If you spoke to an expert, tell us what you learned.*

Arrival at the solutions:

- How did you arrive at your solution?
- How does your solution solve the problem you identified in your research?
- What sources did you use to uncover your solution and to better understand your ideas?

Originality Research:

- What research did you do to see if something like your invention already exists?
- How did you modify your ideas to be unique?

Problem & Solution Identification: Designing, Building, Testing (2 minutes)

Present your prototype:

- How does your prototype work? **Show the judges in your video.** If you have a non-working model, explain how your prototype would work.
- How did you choose the materials to build the invention?

Testing and iteration:

- How did you test your invention to see if it would work?
- What changes or refinements did you make to your invention during the design process?
- What challenges did you face & how did you overcome them?

What did you learn as a result of inventing?

INVENTION IMPACT

Entrepreneurship – Marketing, Environmental/Societal Impact (1 minute)

Environmental/societal impact

- How does the invention improve environmental or societal conditions or have a minimal adverse impact?

Your market or audience:

- Who might use your invention?
- How much might it cost if you were to sell it?