

Outline

You will have 3-5 minutes to make a case for your app in your pitch video. Don't be afraid to show your personality and passion for the problem you are solving! In this lesson you will work on the pre-production phase of the pitch video, or the parts you need to plan before you start to record.

Your pitch video explains your idea to the world! Judges will look for evidence of your work in these separate areas: Ideation, Technical, Pitch, Overall Impression, and, for Senior Division, Entrepreneurship. Be sure to plan to include what you have learned throughout our curriculum in your video

Review [judging rubric](#)

Storyboard

1. Brainstorm what you want your audience to walk away with from these areas:

- Core story: Overview of the story you want to tell. It should be summarized in a short sentence or two; why is the problem important to you and your community?
- Highlights: 3-5 strong selling points - here you can highlight your research, app functionality, user testing and community impact of your solution
- Hesitations: 1-2 items that someone might worry about if they were to invest in your ideas, and why your app is still the best solution. You can highlight future plans and continue demonstrating that you researched your users and competitors.
- Notes: Any other things that will add to your story and help the viewer understand and share your passion for the idea - highlights from your learning journey from the previous activity, for example.

2. Gather the information you have from the categories below (make sure to refer to the judging rubric) and map out how this can fit into the key messages you outlined in step 1:

- Problem statement- identify the issue and make it easy to understand, include statistics about the issue
- Make people care - create an emotional connection with the viewer by sharing why this is an important issue - personal stories are a great way to do this
- Your solution - demonstrate how you will solve the problem you highlighted
- Competitor analysis - show who you are up against and how you are a better option
- User research and evidence for why this app will be used by your target audience
- App demo - describe and show how a user would use your app
- Technology explanation - highlight unique functions, use of technology, and what team members contributed and learned
- Explain how you tested and refined the app
- Future impact and milestones - give an overview of the impact in your community and what you plan to do

3. You can complete your storyboard with a whiteboard or use an online tool like this [Storyboarding app](#). Make boxes that show the main ideas from what you've brainstormed that you want to include in each part of your pitch

- How can you move the parts around so it is the most compelling?
- What hook will you use to draw the viewer in?
- Now you'll want to plan what content for your brainstormed plan that will communicate your message clearly. Remember that your pitch video can include visuals, voiceovers, demonstrations, figures, or even interviews. Get creative in how you want to convey your message!

4. Ask a mentor to give you feedback. Remove anything that is unnecessary or extra. Be sure to consider these questions

- Does it make sense?
- How does it flow?
- Is the core story being delivered?
- Are you telling the story and the main messages in the best way possible? Does it make people want to solve the problem?