

Video Pitch Guidance

As part of your application, you must submit a **two-minute video pitch**.

This will help the panel assess your idea. Do you have a clear vision, drive and passion to succeed and make a difference in your society?

It will also help us to see how well you can pitch or sell your idea – to potential customers, funders, investors, local authorities, partners, media etc.

You should cover:

- What is your social innovation idea?
- How will it improve the lives of those affected by disabilities (social impact)?
- Who will benefit from your innovation?
- Your vision for the future – how are you planning to grow and develop your innovation?

The film should be very straightforward and can be as simple as a friend recording you on a smartphone or tablet. There are tips on how to do this at the end of the document – see [‘How to record a video on your smartphone’](#).

The video should be uploaded to YouTube and added as a link to your online application.

The privacy setting on your entry video must be set as either public or unlisted in order for us to view your film once you have sent us the link. There are instructions on how to do this at the end of the document – see [‘Uploading your video’](#).

How to record your video on a smartphone

Setting up

1. Set your phone to airplane mode so that you don't have any interruptions when recording.
2. Always film in landscape so that the format is set correctly when you play back.
3. Keep background noise to a minimum.
4. Check your lighting. Try setting your brightness to a higher setting so you can see clearly what you are filming. And avoid backlighting - your smartphone camera usually won't be able to pull out figures and detail set against a strong light from behind.
5. Make sure you are in focus! Hold down the square box on your screen to focus on your subject.

Filming

1. Just keep it simple – we aren't evaluating your camera skills. The most important thing is that we can see and hear you clearly!
2. You may wish to practice a few times. Relax and make sure you convey your enthusiasm and passion for your idea.
3. There's nothing worse than having great footage but having the sound let you down. Make sure you know where the microphone is on your phone so as not to cover it up when filming. If you are filming in a quiet area then the phone's own microphone might be enough...
4. ... But you can always use the phone's headphones as an additional mic.
5. You'll want to stabilise your shots and limit movement so that you don't have shaky shots. If you're going to be filming for a while, you might want to think about leaning the camera on something stable.

Uploading your video

The video should be uploaded to YouTube and added as a link to your online application. Follow the steps below to upload via YouTube.

See the following links on:

1. **[Creating a YouTube account](#)**
To sign in to YouTube, you'll need to create a Google Account (you may already have one if you use Gmail or other Google services).
2. **[Uploading videos](#)**
Once your YouTube account is set up, you can start uploading your finished video. Before the video starts uploading, select your privacy setting from the drop down menu – please select either public or unlisted. More information on privacy settings can be found [here](#).
3. **[Sharing your video](#)**
Please copy the link to your video and include it in your application form.