

# **INNOVATE! Business Challenge VIDEO SLATE** (9-18)

Each Elevator Pitch must have a Video Slate to identify the person (or team leader) submitting the idea. PRINT BOLDLY in each informational area. Hold this sheet up in front of you (under your chin). Your video should be 60-90 seconds. The time used to record the video slate is not included. The next sheet is an outline of things to talk about. Good luck!

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**VIDEO TITLE / BUSINESS NAME**

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**YOUR NAME**

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**YOUR SCHOOL**

**YOUR GRADE**

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**Class**

**Teacher**

**Period**

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**Contact email:**

**Cell#**

# **WHAT TO SAY - VIDEO TALKING POINTS**

Use your cell phone, notepad, computer or camera to record your video. Please keep it under 100 MB. Carefully and boldly print a brief answer to each question. Read the answers so you can talk about your idea for your elevator pitch video and the answers represent 50% of your video score. As you record your video, use 10-20 seconds to answer each question. SMILE! HAVE FUN! BE LIKEABLE & BELIEVEABLE! Upload your video at [www.decadeofdifference.org/innovate/video-upload.php](http://www.decadeofdifference.org/innovate/video-upload.php)  
Questions? Contact Karen Brooks 707 445-7563 and [kbrooks@hcoe.org](mailto:kbrooks@hcoe.org)

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**WHAT is your IDEA?**

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**What is the INSPIRATION behind your IDEA?**

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**HOW does your IDEA MEET A NEED?**

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**Tell us HOW or WHERE you will retail or sell your idea to your customer?**

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**Describe WHY your IDEA SPECIAL or UNIQUE?**

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**WHO will BUY your product, service or invention?**