



SCI ARTIST- INNOVATOR FUND

VIDEO TIPS

The video is a way for us to learn more about YOU and an opportunity for you to communicate your innovation in a short, concise manner. Here's what you need to do:

Create a short video (no more than 90 seconds) explaining the following:

- Describe the innovation for which you are seeking support. Is it a product or service (or something else)?
- Address what stage your innovation is in (prototyping, licensing, production, expansion of business, etc.) and how long you have been working on this.
- What impact will your innovation have on your communities?
- Why and how are you the right person uniquely able to solve the problem your innovation is meant to tackle? (Feel free to brag!)
- Include how this innovation reflects your SCI perspective and what inspired your innovation.

Your video can be filmed without fancy production – it can even be done with your phone! Here are some tips:

- **Shoot in landscape mode.** Turn your phone sideways instead of shooting in portrait. It gives a better sense of surroundings.
- **Hold it steady.** Use a tripod or position your camera to reduce shaking.
- **Lights matter.** Your footage will look best when you shoot with lots of light. (If you don't have lights, use the natural light from a window in front of you, not behind you.)
- **Sound matters.** Get your microphone as close to you as possible, and be mindful of background noises (such as street sounds, electronic devices, and wind). You may want to use a headset or earbuds and record in a quiet room.
- **Stick to a script and practice.** You need to cover a lot of information in a short time.
- **Watch it.** Review your video before you upload it to ensure it includes all the necessary information and is watchable.
- **Don't wait until the last minute to upload your video!**

You may upload AVI, MP4, MOV, or MPG files. There is a file size limit of 400 MB per upload. We recommend the MPEG4 (H.264) format with a minimum 640x480 resolution and MP3 audio. Resizing your video to these specifications before uploading will help your video look better. And remember, up to 90 seconds of your video will be played to give all applicants the same amount of review time.