



PARSEC
ACCELERATOR

Video
Tips & Tricks

A three-minute pitch video is all that it takes to apply for PARSEC



A 3-minute video is worth

5.4 million
words



A picture = 1000 words

3
minutes

180



Seconds per video



30 000
words/sec

Video shoots at 30 frames/sec

The goals of a successful application video are two-fold →

Sell Yourself

Explain why **you** are more qualified and better than 99.9% of applicants.

Founder Chemistry

You shouldn't read a script! The chemistry between the members of the founding team triggers success. **Show us the chemistry!**

First things first: Show what makes you more qualified than the other applicants.

Attention



What should the video portray?

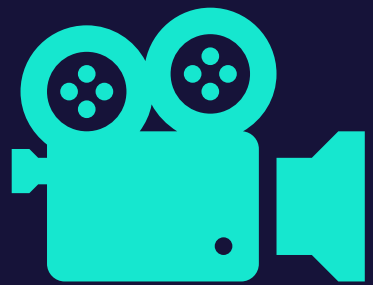
- Previous experience and current activities
- Understanding of the dynamics across the value chain
- Vision for new products/services



- Must not exceed **3 minutes**
- Must be **public** – no restrictions
- Must **not have inappropriate content**
- Must be in **English**
- Consider adding **subtitles**

Attention





You can film an **effective video**
using only your **smartphone.**

You don't need special lighting or sound equipment.

How to make a winning video pitch?

5

Steps →

Answer these questions

Who are you? What do you know? What do you do?

How do you see the future?

Explain your vision and the ideas behind your vision.

What makes you so passionate about it?

Describe why your vision and ideas matter.

Why would people want to see it brought to market?

Explain your competencies.

Step

Storyboard: Concept and Scenario

1



FOOD

Smart Agriculture, Food Security,
Common Agricultural Policy...



ENERGY

Renewable Energy,
Oil & Gas...



ENVIRONMENT

Marine Resources,
Air & Water Quality,
Forestry,
Climate Change...

Step

**How do you understand the dynamics
of the value chain in the chosen sector?**

2

Outline the 3 most **important benefits** of your vision!

Make it clear. People always want to know what's in it for **them**.
P.S: Don't waste your time on the technical details. Focus on the major benefits! Simply sum up the main benefits of your vision and ideas.

Step

Focus on the major benefits!

3

DO's

- Check audio
- Talk spontaneously
- Make sure your video is easy to watch
- Shoot your video in English only!
- Double check the video length
- Make sure we can hear you
- Consider using subtitles/captions
- Think of your audience

DONT's

- Do not recite a script written beforehand
- Do not add any background music to your video
- Do not shoot in dark places

Step

Do's & Dont's: KISS → Keep It Short and Simple!

4



Select files to upload

Or drag and drop video files

Public ▼

Public

Unlisted

Private

HELP AND SUGGESTIONS

Want to upload videos longer than 15 minutes? [Increase your limit](#)

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#).

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IMPORT VIDEOS



Import your videos from Google Photos

Import

LIVE STREAMING



Set up your channel and stream live to your fans

Get started

CREATE VIDEOS



Photo slideshow

Create



Video editor

Edit

Step

5

Upload your video pitch!

**So, did you figure out
what makes a video pitch
awesome?**



Be Creative!

How to apply?



→ Read the [Guide for applicants](#)



→ Shoot a 3-minute video



→ Go to the [PARSEC Website](#)



→ Click the [APPLY NOW](#) button



→ Register!



→ Upload your
video pitch

Application process includes the evaluation of the other applications **competing for the same funding.**

PARSEC brings a platform-based evaluation system for its Open Call 1 that includes **Peer-to-Peer (p2p) evaluation**, where **applicants evaluate other teams and their pitches.**

The novelty of this system is that the Applicant and the Evaluator roles are shared **by the same set of people.**

How does the evaluation system work?



If an applicant **tries to skew** the evaluation by promoting bad proposals over good ones, **their applications will be automatically downgraded by the algorithm.**

Applicants will be presented with two applications. They will simply have to state which one of the two they find better. To avoid skewing results, evaluators will not attribute any points.

Additionally, applicants will be evaluated on the basis of the **quality of their evaluation.**

How does the evaluation system work?



Applicants are also Evaluators of other applications of the same call.

Applicants who fail to provide their evaluations of the other applications within the deadline set by the PARSEC team **will automatically have their applications excluded from the process.**

How does the evaluation system work?





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**I've
applied.
What's
next?**



Evaluate others



**Join the 100 best
and receive €10k**



Collaborate



**Join the 15 best
and receive €100K**



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WHEN

Applications for Open Call 1:

- Start 20 September 2019
- End 20 December 2019, 17:00 CET

[APPLY NOW!](#)

PARSEC

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