



## Innovation Video Demo Submission Instructions

### Overview:

A pre-recorded video demo **may** be included with your pitch submission. The pre-recorded video will be considered along with your pitch submission by reviewers.

### Pre-Recorded Video Format and Suggestions:

- **Zoom Conferencing** (free at zoom.us) is the preferred platform for recording your video.
- Videos must be in an **mp4 format** saved as **MSK Innovation Comp – “last name of the project lead”.mp4**
- Recommend landscape format (default in zoom) for best viewing.
- Maximum **3 minutes** in length (**100MB** max file size).
- **No updates of videos will be allowed after submission deadline.**
- Remember to be clear and concise and use **lay language**.
- Video demos should **augment** your pitch submission.

**CAUTION:** Careful attention should be given to information shared in this recorded format - particularly with regards to **intellectual property**.

### Tips for Recording on Zoom (preferred platform)

- Register for a free account (if not available through your institution) at zoom.us .
- **Plan** your presentation (visual aids) and prepare your speaking notes.
- Record in a **quiet space** with no interruptions. Make sure you have adequate **lighting** and **microphone** capabilities (head set recommended) to ensure both video and audio quality. Use an appropriate virtual Zoom **background** if desired. This feature has specific system requirements.
- Open a “**New Meeting**” on Zoom and **test** your video and audio settings.
- For best results be sure to **enable Side-by-side Mode** in your Share Screen settings so that your video will not overlap your shared screen presentation.
- **Practice** your presentation using the conferencing platform.
- If using a PPT or screen generated information, be sure to share only the portions of your screen that is necessary.
- **Start recording** and complete your presentation. Remember to **stop recording** at the end of your presentation. You may record multiple versions of your video in the same sitting. Note: Zoom allows for pausing of recordings if required.
- **Video conversion** (.mp4) for each full recording will automatically begin when you end the meeting. Files will save directly to your computer (mp4 files will be compressed and should be well within the submission requirements for file size). **Review** your recordings and **submit** your video demo saved as **MSK Innovation Comp – “last name of the project lead”.mp4** directly to [westerns.bji@uwo.ca](mailto:westerns.bji@uwo.ca) with the email titled **MSK Innovation Comp – “last name of the project lead”**.