

60-second video brief.

What judges look for.

TEMPLATE · Use as a starting point. Edit freely.

GOAL

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A 60-second video that gets a judge to want to read your full submission. That's it. Don't try to do everything.

STRUCTURE (10 SECONDS EACH)

Structure (10 seconds each)

- Open with the problem — who, what, why.
- Introduce your idea — what you've built or proposed.
- Show it — even a sketch, prototype or wireframe.
- Who benefits — one specific person or group.
- Why now — what changed in the world to make this possible.
- End with the team — your faces, your school, your ask.

TECHNICAL

Technical

- Phone video is fine — well-lit and audible beats cinematic.
- Landscape (16:9), MP4, max 200MB.
- Subtitles welcome (helps judges and accessibility).
- Background music: optional and only if it doesn't drown the voice.

DON'TS

Don'ts

- Don't read from a script on camera unless you can do it well.
- Don't try to explain everything — the deck and written entry do that.
- Don't film anyone under 18 without their and their parent's consent.

Examples we like

We'll publish 3 example videos at schoolsummit.com/student-guide as the founding cohort submits. Until then, look at TED youth talks for tone and FIRST Robotics team videos for energy.

