

# Screenplay Template



The whole video has to be maximum one minute long.

Here is a recommended screenplay template for your video:

10 seconds: Defining the problem and target audience- create a scene that visually describes the problem that you decided to solve. Add a pitch that shortly describes the problem.

30 seconds: Demonstrating the idea of the team- presenting your product in action and showing how it provides a solution to the problem.

20 seconds: Providing information about the qualities of the product- refer to the following criteria: innovation, functionality and aesthetics.

**TIP**: creating a video that is very short but yet provides enough information about the product can be very challenging. Tv commercials are a great example of a way for presenting products in a fast way. You can get inspiration from tv commercials that you are familiar with and create your video in a similar way.