

The background of the banner features a wide-angle shot of a modern university campus. On the left, a large, curved, multi-story building with a grid of windows is visible. In the center, a prominent red, flame-like sculpture stands on a paved plaza. To the right, a large, golden, spherical sculpture is partially visible. The sky is bright blue with scattered white clouds. A semi-transparent white banner is overlaid across the center of the image, containing the text in blue.

HKUST x HKSTP Co-ideation Program

Application Video Guide



**Prepare your
Presentation Content**

What you should include in your deck...

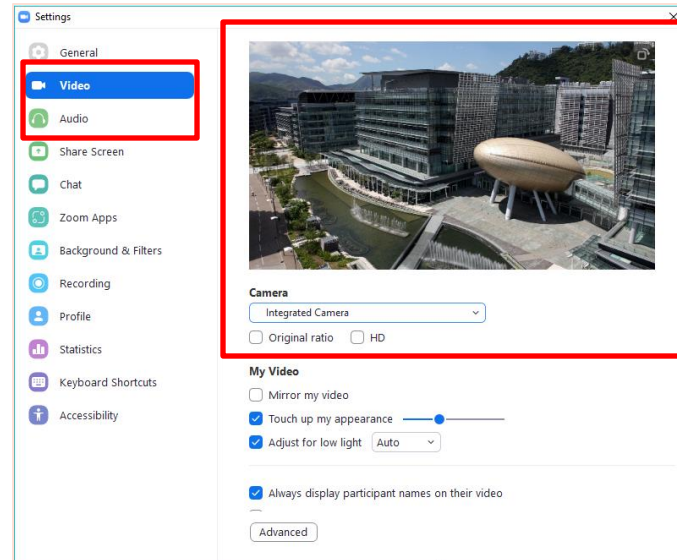
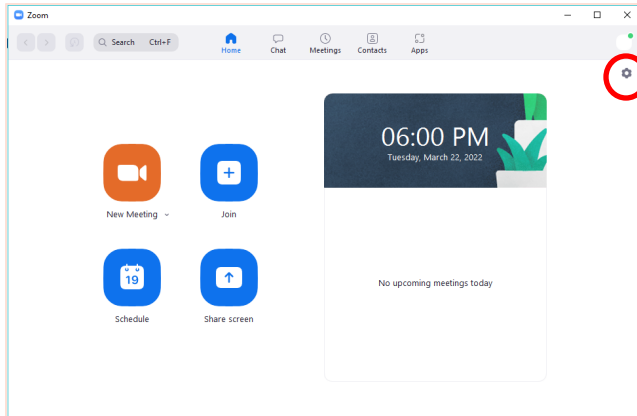
- Vision and mission/ one-liner
- The Problem and the Opportunity
- Solution
- Market potential
- Competitive advantage/ tech uniqueness
- Business model
- Market validation (e.g. survey, focus group outcomes)
- Introduce your Team



How to shoot the Video?

Shoot by Zoom recording

1. Download Zoom (<https://zoom.us/download>)
2. Go to Setting and make sure your Audio and Video works

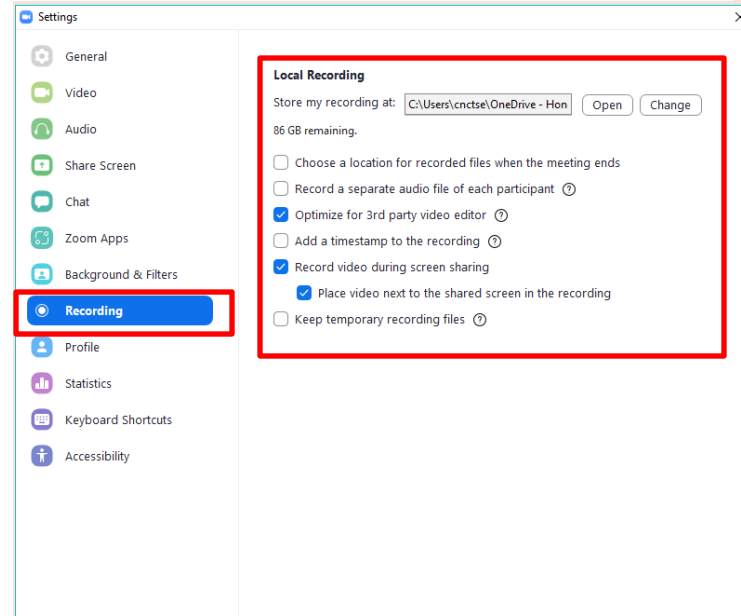


Shoot by Zoom recording

3. Then go to “Recording”, ensure that you have checked the box like the example beside

**We will gather the video of Ideation members that successfully achieved the Gold Badge for a Virtual Demo Day.*

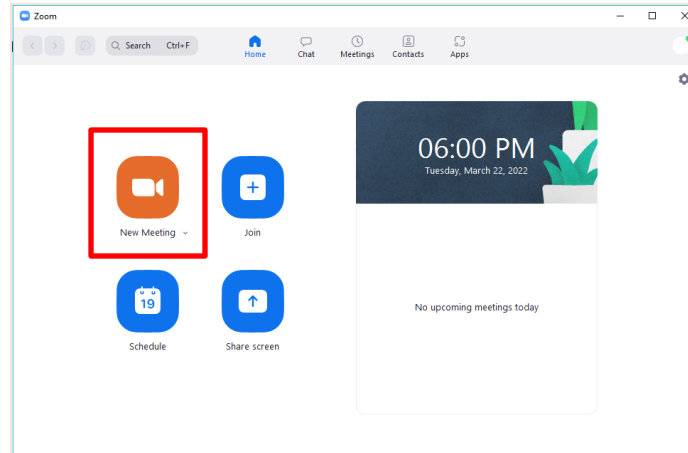
**Please ensure the setting of the video recording is same as example*



Shoot by Zoom recording

4. Start a new meeting!

Please only join the meeting with one device, all speaker should use the same device
(recommend to have 1-2 speaker only)

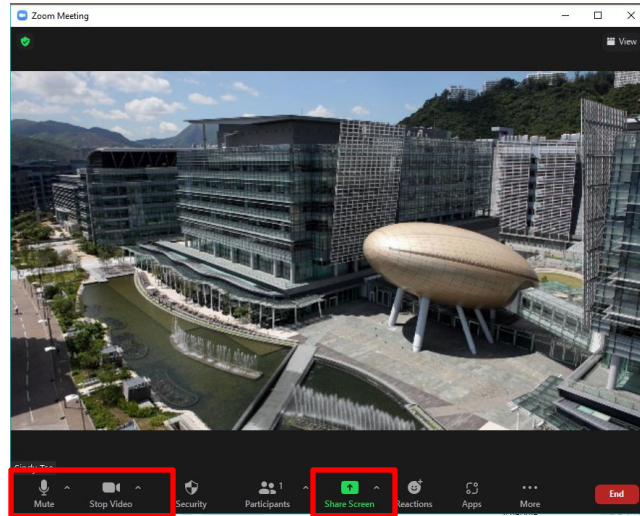


Shoot by Zoom recording

5. Ensure Audio and Video are both On

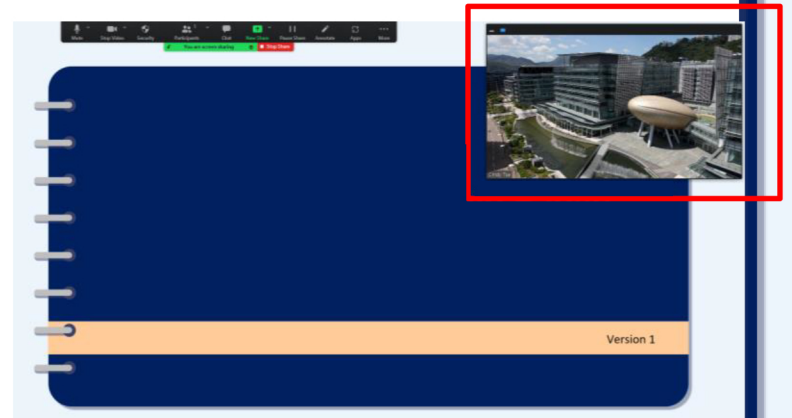
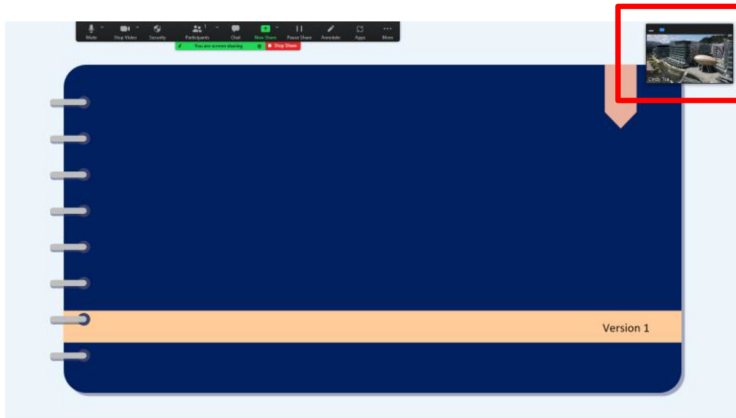
6. Start “Share Screen” and put your presentation deck on Full Screen

*You may set up virtual background if needed, just ensure that you background is clean and tidy



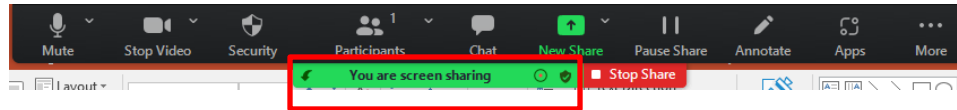
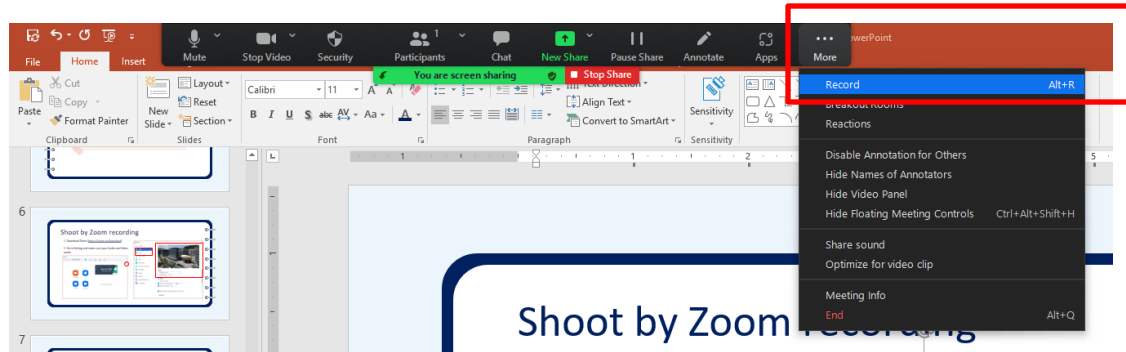
Shoot by Zoom recording

- Enlarge the video box to maximum size



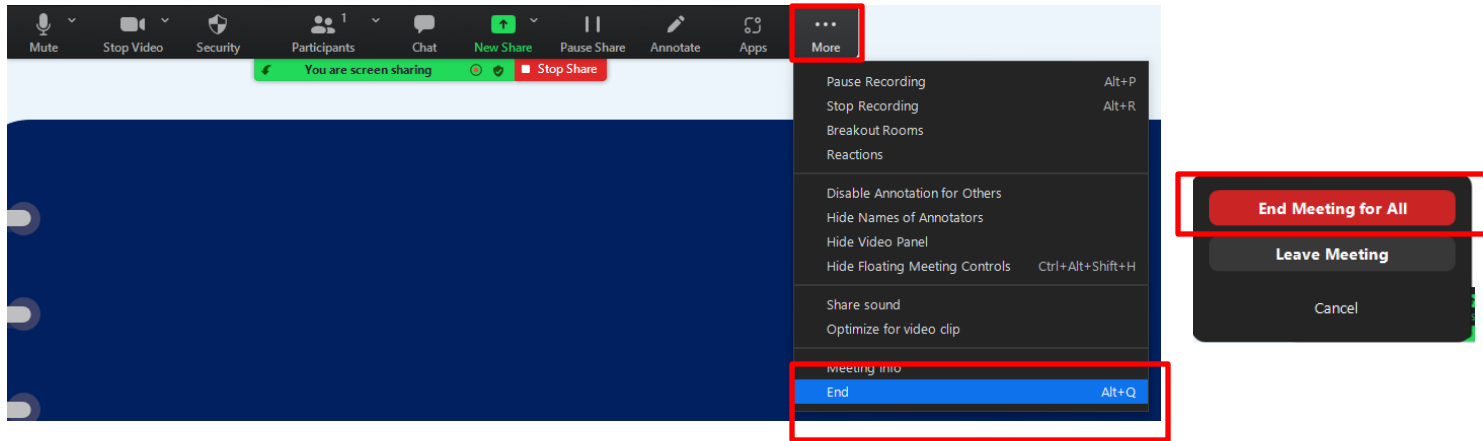
Shoot by Zoom recording

7. Click “More” in the zoom task bar and click “Record”
(you will see a red dot after you click record, then you may start!)



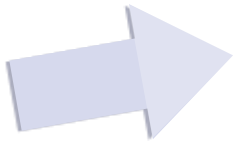
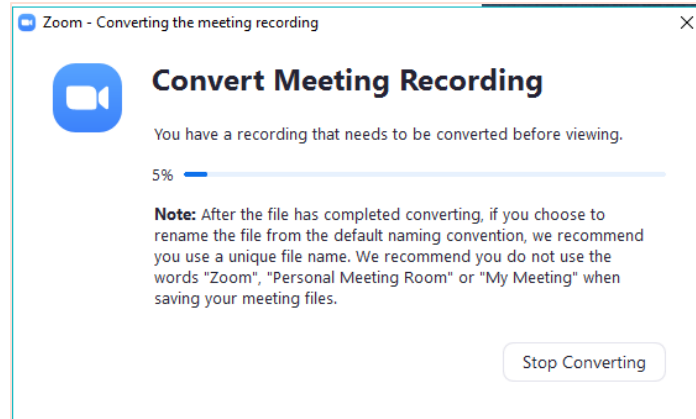
Shoot by Zoom recording

8. Simply Click “End” from the taskbar “More” column after you finish your pitching video, choose “End meeting for All”



Shoot by Zoom recording

9. You will see below windows pop out after you end the meeting, please wait for the conversion to be completed



Shoot by Zoom recording

10. After finish converting, please check if the video look likes below



Your face



End