

CONCEPT VIDEO: Information & Guidance

Thank you for your interest in the Power of Passengers Challenge, brought to you by TechConnect Ventures, on behalf of the Transportation Security Administration (TSA), Department of Homeland Security (DHS), and the NASA Tournament Lab (NTL).

As part of your response for this exciting challenge, you'll need to include a **2 minute video**. Since we want the best proposals, we've put together this document which will provide some guidance to make your video as impressive and persuasive as possible:

- **Be prepared** - practice, practice, practice! It's how you get to Carnegie Hall and maybe how you win a prize in this challenge.
- **Be enthusiastic** – show that enthusiasm to the judges. Only you know what your idea is and it works; so tell us about it!
- **Don't make it too long**. You've only got 2 minutes to make your case.
- **Find the best location for recording your video**. Good lighting, very little background noise, no interruptions. Creative staging is always great, just make sure we can see and hear you!
- **Don't interfere with operations** of the TSA agents or other security officers.
- **Be persuasive** – select the information that best demonstrates the effectiveness of your approach.
- **Don't include any confidential information** or anything you don't have the rights to use.

- You can record your video on whatever device you want: your cellphone, your laptop, or a video camera.
- You can record yourself on Zoom, Skype, Teams, or any other application, as long as you can download an **MP4 recording**.
- You can appear on camera or you can provide narration – whatever you're most comfortable with.
- Upload the best version of your recording.
- If possible, use an external microphone to capture high quality audio.
- Speak clearly and concisely.

You want your video to present you and your approach in the best light possible; so find a good place to record, know what you want to say, and be enthusiastic about why your approach is the best! Don't forget to submit your response before the **deadline: January 28, 2021 by 8 PM Eastern US.**