

# Video Pitching Toolkit

4

Chapter

director

entrepreneur

cameraman



URBANID

Example case:

# Urbanid 3D pitching video



## Demonstrating case – team

**Timo Puukko**, a senior lecturer in Lapland UAS, one of the members on the VPT team. Timo is also working on a SmartSet studio project, which is an online chroma key studio. "Smartset studio is a High Performance Low Cost Virtual Studio for the Creative Industries and SMEs."

**Henri Finström**, project worker in the Creative Momentum project in Lapland UAS. Writer of this article. Henri worked as a producer and mentor for Zoltán's pitching video.

**Zoltán Fodor**, an entrepreneur, is running his own business called Urbanid 3D. The company is specialised in 3D visualisation, 3D-modelling, architectural rendering and animations. Zoltán is also working at Lapland University of Applied Sciences as a teacher and project worker.

## Starting point

The Video Pitch Toolkit (VPT) team decided to make their demonstrating pitch video to see the production process. The team wanted to collect improvement points and solve challenges to get as cost-effective results as possible. They chose an entrepreneur who works in the field of the creative industries, Zoltán Fodor and his company Urbanid 3D.

Zoltán has been an entrepreneur for 5 years and wanted a pitching video for some time. *"At first, I had in mind that I should make a longer company presentation video, but when the VPT team approached me with this idea, I wanted to participate in it."*





# Planning the video and building up the speech

## 14 September 2016

We met with Zoltán and presented the idea of a pitching video. Zoltán already knew the pitch method, but he had not done it before.

We decided to make a simple pitching video and agreed to the pitch's length of 1–1.5 minutes. Zoltán admitted that being strict with the pitch will be a challenge, but he wanted to learn to give an efficient pitch in a short amount of time. *"It's not easy to kill your darlings or edit text away, but it must be done to get a pitch into good condition."*

## Meeting on 20 September with Zoltán and Timo

We had a meeting wherein we discussed pitching video construction. Zoltán was interested in the Smartset studio setting because it has 3D environment possibilities with his own work as a digital programmer.

We made the work distribution: Zoltán writes his pitch and Henri works as a mentor for him. Timo handles the filming and editing process.

We created a digital environment where we built in three digital screens. This already existing template gave Zoltán a good view on digital environment facilities. We chose a few 3D pictures of Zoltán and used those in the pitching video. Timo and Zoltán tested the SmartSet studio system and made the final plans for the video.

*"We decided to make only one film set because that is cost effective. We also made elegant and stylish camera tracking shots by the already existing SmartSet patterns." Timo opens.*

## Zoltán's Pitch

After the final schedule, Zoltán started writing down his pitch. The VPT team gave him background material for making it: articles and web page links. Those are shown in Chapter 2 of this document.

## Zoltán's first pitch version:

Zoltán's pitch was a typical pitch. It was short and it included all of the relevant facts about Urbanid 3D and the entrepreneur behind it. Here is the first version of Zoltán's pitch.

*Did you know that 3D visualization can help you on many different markets in many different ways? Imagine you have a product or a real estate project and you would like to obtain customer feedback, but you need more than the traditional sales materials like brochures and catalogues because they can't really express your idea.*

3D visualisation brings your ideas and designs to life by providing a new kind of solutions. You can have rendered images with all the details you want, or you can have 3D models where you can zoom in and out and show the model from any angle. You don't even need to have a physical piece of your product, with the help of 3D visualisation, you start selling before manufacturing, using only digital versions of your product or idea.

I'm Zoltán Fodor, an entrepreneur, running my own business called Urbanid and I'm specialised in 3D visualisation. I started 5 years ago after I moved to Finland from Hungary. It's a huge challenge to run a business as a foreigner in a foreign country, but it also keeps me motivated to always do my best. Since I started, I have had customers from the public and private sectors, and dealt with projects on both a small and large scale.

I'm a professional but 3D visualisation is not just work for me. 3D is my passion, and every project is my personal favourite while I'm working on it. I do 3D-modeling, architectural rendering, and animations, so that I can offer for my customers a full range of

3D solutions, whether they need to create an image of a product or they want a complete package with images, animations and interactive models. If you need the help of a 3D expert to bring your ideas to life, send me a message to [zoltan.fodor@urbanid.fi](mailto:zoltan.fodor@urbanid.fi)

Some sentences were too long and there was too much information. Henri presented the idea of a motivational speech, which is covered in the VPT article "How to make an impact in one minute". In the article, Marsa Bäck, CEO of Finnish speech and communication school guides how to make an effort when pitching. Especially the first part of the speech was too long and slow, so we made small changes to hook the listeners better.

## Urbanid 3D Pitch speech (final version):

*Did you know that 3D visualisation can help you on many different markets in many different ways? Imagine you have a product or a real estate project, and you would like to obtain customer feedback, but you need more than the usual brochures and catalogues because they can't really express the idea.*

Unlike traditional sales materials, 3D visualisation brings your ideas and designs to life. You can have rendered images with all the details you want, or you can have 3D models where you can zoom in and out and show the model from any angle. With the help of 3D visualisation, you can even skip manufacturing and start selling products that don't exist physically yet.

I'm Zoltán Fodor, an entrepreneur, running my own business called Urbanid and we are specialised in 3D visualisation. We started 5 years ago, after I moved

to Finland from Hungary. It's a huge challenge to run a business as a foreigner in a foreign country, but it also keeps me motivated to always do my best. Since we started we have had customers from the public and private sectors, and dealt with projects on both a small and large scale.

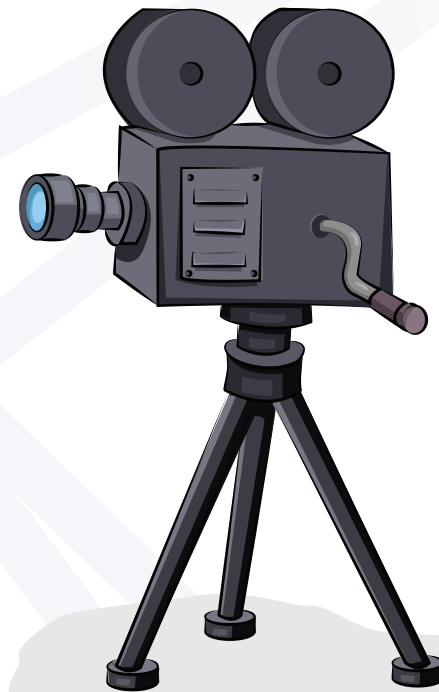
We do 3D-modeling, architectural rendering, and animations, so that our customers can choose from a full range of 3D solutions, whether they need only one image or a complete package including everything. We are professionals, but 3D visualisation is not just work for us. 3D is our passion, and every project is our personal favourite while we're working on it. Contact us if you want to bring your ideas to life.

## 7 October - the filming of the pitching video

We started the filming day by warming up in front of camera. Zoltán had practised the speech at home but found it complicated to get in a flowing rhythm for the pitch - especially when he practised it by himself at home. So we rehearsed the speech a couple of times on set and made a few improvements to it.

***“Pre-production and scriptwriting are one of most important things in a filming process. When you are ready and know what you are doing, it is easier to make changes.”***

We made the final editing for text during the filming process. We shortened and deleted non-relevant lines. Those changes made the speech more efficient and clear.



The filming process itself was smooth and easy. Zoltán repeated his speech all over again in front of the camera. It needed real concentration for keeping up the same spirit in every speech. *“At first, I was a bit of nervous, but when we repeated and repeated the speech it started to go better and better and I found the right flow for it.”* Zoltán tells.

Finding the right rhythm for the pitch is always a challenge. It should not be too fast or too slow. We used a teleprompter to help stick to the right rhythm. In total, the filming process took us four hours.

Zoltán brought some pictures of himself as footage for the pitching video. These were to tell a story of Zoltán's past and as a foreigner in Finland. *“It's good to bring yourself openly in video. When it's personal, it makes the video more interesting and full of feeling for the audience in that you are giving something of yourself very truthful.”* Timo explains.





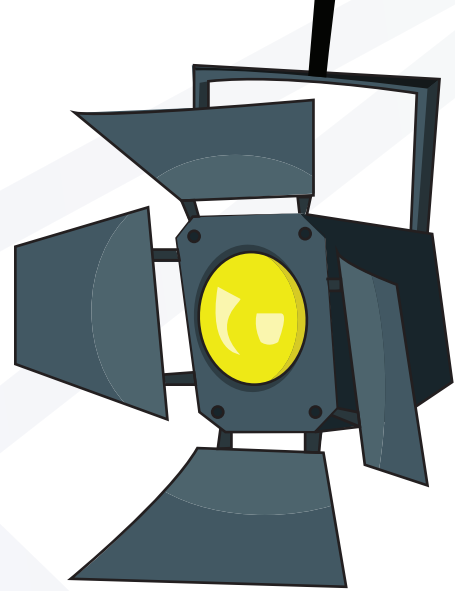
## 11 November - the pitching video was completed

The demonstrating case's process was quite easy and painless. Zoltán gave a good contribution to the pitch and it was expending to work together.

We had decided to make a cost-effective video, which meant that the edition part should be easy. SmartSet studios' easiness with the digital environment made this possible. *"Because we are streaming the digital environment—layer over the picture, there is not so much post-production and editing."* Timo tells. *"I only edited some clips where Zoltán's speech was going a bit differently, so it gave a good rhythm to the video."*

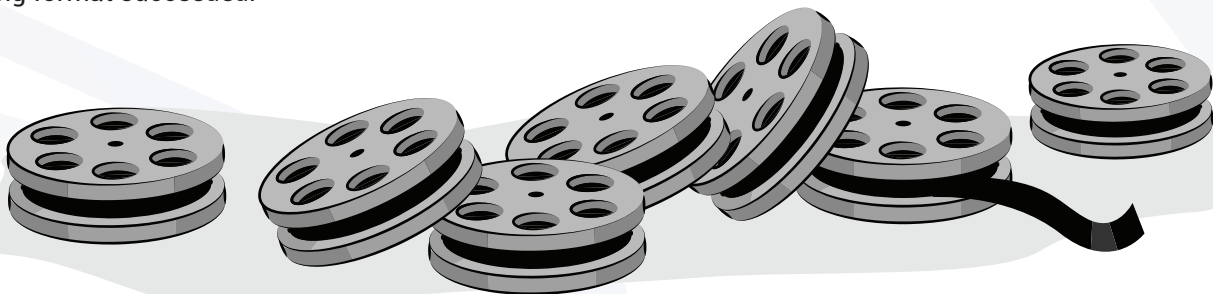
The whole concept with SmartSet worked also for Zoltán: *"As an entrepreneur, SmartSet as a tool and the ideas that the VPT team gave me are both very cost-effective and smooth for making a pitching video. The pitching video is good because it presents me and my business together in one. The entrepreneur will use the ready pitching video in his social media and different marketing channels."*

Zoltán was pleased about the pitching video and the VPT team got a great chance to test how to make time-effective pitching video in the digital studio environment. The central idea of the VPT encouraging the making of cost-effective marketing material in a video pitching format succeeded.



***"Keep the focus on the already existing good things and push them as far as you can go." That was the most important lesson that the VPT team learned about the process of making a pitching video. "I definitely want to practise more pitching and I'm already planning to do another pitching video, but this time in Finnish." Zoltán smiles.***

**Watch the Urbanid 3D pitch video via this link:  
<https://youtu.be/c8LkQdn1L8Y>**





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