Pitch Playbook



Build the brand. Pitch it. Make the video.

Fill it in with your team, about your own project.

01
Build the brand
page 2

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pages 3 to 4

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Make the video
pages 5 to 7

TEAM NAME

PROJECT

TEAMMATES

Your 8 to 10 minute video — **Due December 4**

Fill it in online
pitching.foronestudios.com/workbook

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01 Build the brand

PART 1 OF 3

Before you pitch it, know what you're building and who it's for.

Your brand story

Four questions. Answer them as a team.

01 Who is this for?

One real person. Name them and their moment.

02 What emotion does it spark?

The one feeling they should have in one look.

03 What is its personality?

Three words. Would it be calm, bold, playful?

04 What is the name and promise?

A name you can say out loud, and one line it promises.

The look

In one look, it should spark your emotion.

Colors

Two or three that match the feeling.

Type

One headline font, one body font.

HEADLINE

BODY

Logo idea

Simple enough to sketch in ten seconds.

AI helper: Product marketing skill. Helps ChatGPT or Claude pin down who it's for and why it's different.
github.com/coreyhaines31/marketingskills

02 PART 2 OF 3 Pitch it

Now that you know what it is, tell its story with the pitch formula.

The pitch formula

Every viewer asks these, in this order. One sentence each.

01 Hook

"Why should I listen?"

One person in one moment; or a question the room recognizes.

02 What

"What is it?"

One plain sentence: what it does, for whom.

03 Why it matters

"Why should I care?"

Proof from the people you're building for. Known fact or hypothesis?

04 Show

"Does it work?"

One journey you can honestly show. Input → output → change.

05 So what

"What's different for your user now?"

Back to your person; then the next test.

Weak: Our revolutionary AI solves campus loneliness.

Strong: We're testing whether clearer first-visit info helps students actually show up to an event.

AI helper: Copywriting skill. Turns your pitch formula lines into plain, punchy words.
github.com/coreyhaines31/marketingskills

Your clock

An 8 to 10 minute video. The story ends at 9:00.

Hook	What	Why it matters	Show	So what	Logo and buffer
0:00 to 0:30	0:30 to 1:30	1:30 to 3:00	3:00 to 7:00	7:00 to 9:00	9:00 to 10:00

Hook Make the moment recognizable.

What What it is, who it's for, why it's better.

Why it matters The real problem, and how you know.

Show One journey on screen, then how you built it.

So what Back to your person. Then the vision.

Logo and buffer Logo outro and team names. Never go over 10:00.

Too long? Cut in this order

1. Long intros before the hook
2. Saying the problem a second time
3. Extra features and extra users
4. Tech details viewers don't need
5. Big future plans you can't back up

Write the demo first

One journey through the real app.

Start

What does your person have or need?

Action

What do they do?

Result

What changes on screen?

Meaning

What should viewers take from it?

Pressure test it

Paste into ChatGPT or Claude with your five lines, before you film.

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You are a skeptical hackathon judge about to watch our pitch video. Here is our pitch, one line per part of the pitch formula:
Hook: [...]
What: [...]
Why it matters: [...]
Show: [...]
So what: [...]

For each part: (1) name the question a listener is asking at that moment, (2) say whether our line answers it, and (3) give one plainer rewrite under 20 words.
Then flag every buzzword, every claim we haven't proven, and anything a first-year student couldn't repeat back.
Don't invent facts or numbers. Write [NEEDS PROOF] instead.
```

03 PART 3 OF 3 Make the video

With the brand and pitch done, the video goes fast. Less redoing, fewer tokens.

Pick your style Tick one.

- ☐ **Day in the life** — Follow your person through the moment your app helps.
- ☐ **AI generated** — Storyboard, generate scenes, approve, then animate.
- ☐ **Team on stage** — Record the team horizontal, then cut it together.
- ☐ **A mix** — Real footage, AI scenes and screen recording, one voice.

Our 3 to 5 reference videos Videos your team loves. They become the style guide AI follows.

1.
2.
3.
4.
5.

Storyboard in three chapters Build it scene by scene, never in one giant prompt.

Beginning 0:00 to 3:00

Hook, what, why it matters. What do we see and hear?

Middle 3:00 to 7:00

Show the real app solving the problem. Which journey?

End 7:00 to 9:00

So what: back to your person, then the vision. Last line?

Tools for each job

AI drafts. You own every fact.

Storyboard	**ChatGPT or Claude**	Give it your brand, audience and pitch formula. Ask for a clear 8 to 10 minute storyboard, scene by scene.
Footage	**Phone · 4K · 24 fps**	Film your real person and screen record the real app. Shoot horizontal.
AI clips	**Higgsfield · Runway · Luma**	Build it in short scenes. Approve each one before the next prompt.
Voice	**Your voice or ElevenLabs**	One natural, human voice. Mic close, quiet room. Never the robotic default.
Edit	**DaVinci Resolve · CapCut · Remotion**	Stitch the scenes on a timeline, add captions, end on your logo.

Let Claude build and check

A repo is a free add-on for Claude Code. You ask for a piece of your video, and it writes and runs the code that builds it, then checks it.

YOUR DEMO **Argo**	Claude clicks through your web app and records a narrated demo. github.com/shreyaskarnik/argo
EXPLAINERS **Explainroo**	An explainer clip where visuals and captions land on each word you say. github.com/vincentsch/explainroo
GRAPHICS **Huashu Motion**	Animated titles, name bars and number cards to lay over your footage. github.com/alchaincyf/huashu-motion
QUALITY CHECK **Video Director**	Plans the video, then flags weak hooks, frozen frames and bad audio levels. github.com/win4r/video-director
SOUND CHECK **Earshot**	Claude listens to your video and catches sound that misses the picture. github.com/Leonxlnx/earshot

They don't edit camera footage. You need Claude Code, Node.js and ffmpeg.

Rules we learned the hard way

Save time, tokens and your weekend.

1. Video is the product. Give it half your team's time.
2. One clear solution, not the kitchen sink.
3. Approve each scene before the next prompt. Test, then move on.
4. Find 3 to 5 videos you love and give AI that style guide.
5. One natural voice. Bad audio kills a video faster than bad visuals.

The storyboard prompt

Brand and pitch formula in. AI drafts. You decide. Fill in the brackets, then paste it into ChatGPT or Claude.

You are a video director helping a student team. Turn our brand and pitch into a storyboard for an 8 to 10 minute video.
Brand: [name], for [who], should feel [emotion], personality [three words].
Our pitch formula:
Hook: [...]
What: [...]
Why it matters: [...]
Show: [...]
So what: [...]

Split it into Beginning (0:00 to 3:00), Middle (3:00 to 7:00) and End (7:00 to 9:00).
For each scene give: what we see, what the voiceover says, and roughly how long.
Show the real app in the middle. Keep one natural voice throughout.
Don't invent facts or numbers. Write [NEEDS PROOF] instead.

Ready to submit when

Check every box before December 4.

- [ ] The first ten seconds name a person and say what it is.
- [ ] The real app solves the problem from the hook, on screen.
- [ ] One natural voice, clear audio, captions on.
- [ ] No passwords or private info on screen.
- [ ] It runs 8 to 10 minutes, with a full ending.
- [ ] Exported 16:9, and the link plays for anyone.

Our final video link

DUE DECEMBER 4

Your 8 to 10 minute video.

Brand first, then the pitch formula, then the video.
Do the legwork before you open a video tool.

This playbook online
pitching.foronestudios.com/workbook