



NearUS Boot camp Application Video Guide

All applicants for the NearUS Boot camp – either Business to Business or Research to Market, must submit a video interview. There is a place designated in the application template, downloadable in the PT-Outline portal, for you to submit your video **AS A YOUTUBE LINK**.

ONLY YOUTUBE LINKED videos will be considered meeting eligibility requirements for the application process. (see below for guidelines as well as recommendations for how to create and upload a video).

Required Video Information:

Applicants must create a video that is an interview of the founder/majority stakeholder and any other company representative who will be attending the Boot camp. *The video should show the founder clearly facing the camera answering the below questions.* The video should NOT have any images, animations, or video footage of any products/technologies/etc. It ***MUST only be the potential Boot camp attendee*** explaining the following ***in 90 seconds or less:***

- Please state your company name, industry you serve, and the name of your product or the type of technology you produce/serve
- Please state your name, title, responsibilities for the company
- Please provide a short pitch as to why your company and/or product is competitive and any successes with that product/technology to date

Video Specific Details (applicants MUST ADHERE TO THE FOLLOWING):

- Video cannot exceed 90 seconds of content
- Video cannot exceed 2 GB in file size
- Video must be compliant with YouTube acceptable formats such as MOV, MP4 (MPEG4), AVI, WMV, FLV, 3GP, MPEGPS, WebM (see below for additional help)
- Do not post any video content you are not comfortable posting as PUBLIC
- You do not need to upgrade to a paid version of YouTube
- Ensure the video has audio and addresses the above required content

Guidelines for Creating and Uploading a Successful YouTube Video:

Youtube's Guidelines:

https://support.google.com/youtube/topic/16547?hl=en&ref_topic=4355169

Helpful Tips for a Strong Video from your Smart Phone (or a video camera):

<https://www.youtube.com/watch?v=vpZvc8vtHvo>

<https://www.youtube.com/watch?v=j685NaMDVYE>

Detailed Upload Instructions:

<https://www.youtube.com/watch?v=9w-gQAwS2uc>

