

# How to Create a Winning Space Apps Presentation

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Raeley Stevenson

# Photographer Founded on Storytelling





# Storytelling for the win...

Style

Sentiment

Story

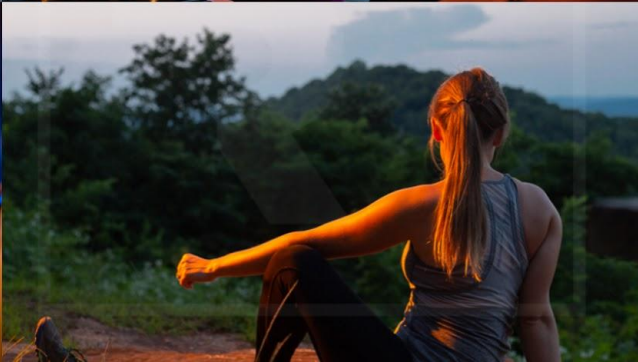
Style











# Sentiment



<https://youtu.be/cbU3cihcSqE>

# What does sentiment do?

Power

Greater resolution

Excitement

More memorable

# Where do you find it?

What warms your audience's heart?

What does everyone have in common?

Universal cheats..

Babies, puppies, kittens

Space apps cheats?

Exploration

Paving the way for the next generation

Making earth a better place





# Storytelling has...

Intro

Conflict

Resolution

# 30 SECONDS OF GLORY



A MODEL FOR THE PERFECT PITCH  
AT SPACE APPS\*



**0.00** **INTRODUCE YOURSELF** What is your name and your team's name?

**0.02** **LEAD US IN** What topic does your solution address, or what is your passion?

**0.05** **NAME YOUR SOLUTION** Provide a title and tagline to catch your audience's attention

- What do people gain? Where is the opportunity?
- What problem does it solve?

**0.10** **DESCRIBE YOUR IDEA** How does it work?

- Display images or a prototype
- Describe a user's experience
- Include how data and technology make your solution possible



**0.20** **LOOK INTO THE FUTURE** Paint a picture

- What will your idea change?
- Tantalize your audience with what it could be
- What can your solution do for people, the world and beyond?

**0.30s**



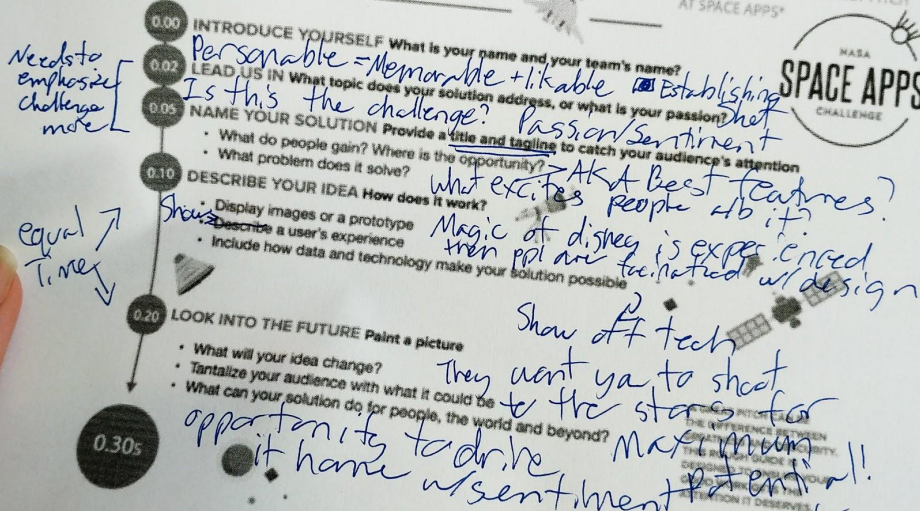
-A GREAT PITCH CAN BE  
THE DIFFERENCE BETWEEN  
GREATNESS AND OBSCURITY.  
THIS ROUGH GUIDE IS  
DESIGNED TO ENSURE YOUR  
GOOD WORK GETS THE  
ATTENTION IT DESERVES.



Where is the sentiment?  
What is the storyline?

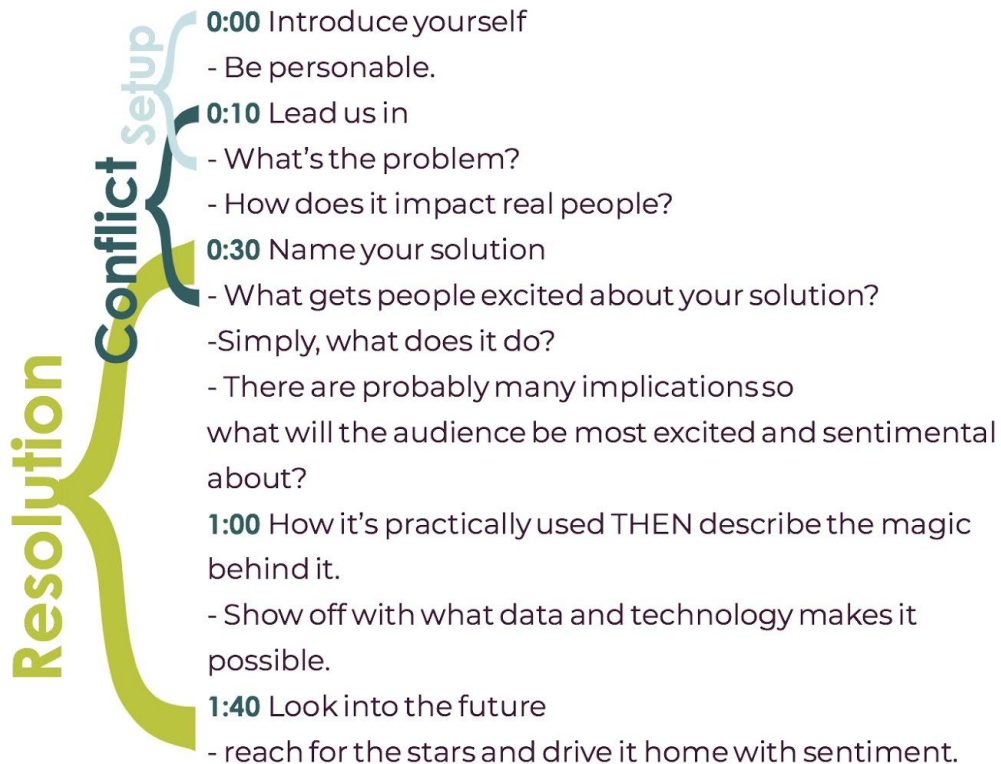
## 30 SECONDS OF GLORY

A MODEL FOR THE PERFECT PITCH  
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Do they want many features or one great one?

# 120 Second Story





# My 30

<https://youtu.be/bz8NYZoNHNg>

0.00 Raeley is a photographer in HSV with a cute baby (video archived from stories)

0.02 The challenge (Making this into a 30 second video story)

0.05 Name the solution

Super easy video timeline

Makes pressing the video button easy (like the easy button)

0.10 Describe your idea (a basic how to)

- Create a timeline and shot list at the beginning, then document throughout the experience (saves time later on)
- You using a timeline shoot to film videos
- Snippet of awesome looking video being edited together
- Data and technology that makes it possible = smartphones and iMovie!

0.20 Look into the future

- You'll get to the end of a difficult project, and win the space apps challenge
- Your solution will be implemented to help little Tuor learn about space and become an astronaut
- That goes on to help people live on mars

# Where is the conflict?


3 Parts to Any Good Story

Setup-Conflict-Resolution

Where is the conflict??

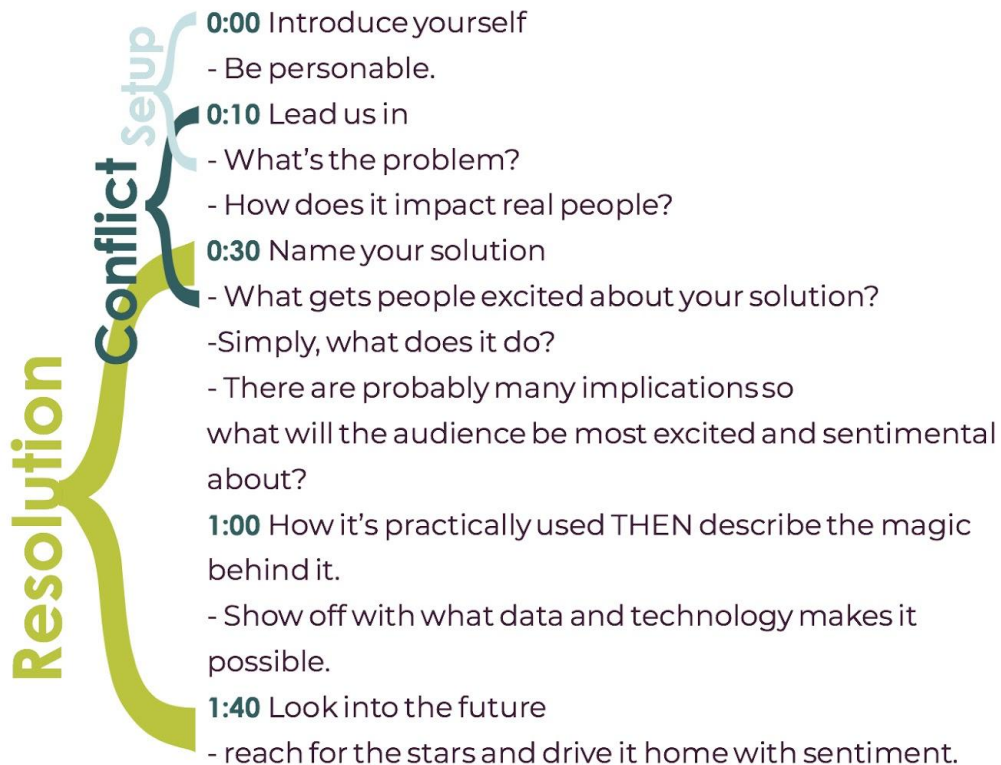
0:10  
0:20  
0:30  
0:40  
0:20

## 120 Second Story

- 
- The diagram shows a vertical timeline on the left with time markers 0:10, 0:20, 0:30, 0:40, and 0:20. To the right of the timeline, a bracket labeled 'Conflict' spans from 0:10 to 0:40, and a bracket labeled 'Resolution' spans from 0:30 to 0:20. The 'Conflict' section includes the 'Setup' (0:00-0:10) and the 'Conflict' (0:10-0:40) parts. The 'Resolution' section includes the 'Resolution' (0:30-0:40) part.
- 0:00** Introduce yourself
    - Be personable.
  - 0:10** Lead us in
    - What's the problem?
    - How does it impact real people?
  - 0:30** Name your solution
    - What gets people excited about your solution?
    - Simply, what does it do?
    - There are probably many implications so what will the audience be most excited and sentimental about?
  - 1:00** How it's practically used THEN describe the magic behind it.
    - Show off with what data and technology makes it possible.
  - 1:40** Look into the future
    - reach for the stars and drive it home with sentiment.

Make the solution seem more important by emphasizing the challenge.

# 120 Second Story



# 120 Second Visuals

0:10  
0:20  
0:30  
0:40  
0:20

Resolution

Conflict Setup

**0:00** Intro

Establish Team (maybe location)

**0:10** Lead us in

Visualize the challenge

**0:30** Solution

What does your app help people overcome?

Show team working hard.

Introduce glorious app/product

**1:00** HOW

How the user experiences it

Live view and illustrations of cool tech behind it

**1:40** Look into the future

SENTIMENT and big picture.

Best most heart warming thing it can possibly do

- or whatever you techies get excited about



**RAELEY**  
SOCIAL MEDIA  
PHOTOGRAPHER



# Last second tips

Make your timeline then shoot  
Don't forget about BTS  
Clear audio  
Background music for mood  
Captions?



Thank you!

**RAELEY**  
SOCIAL MEDIA  
PHOTOGRAPHER

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