

AgroTrack-Lite: Demo Video Script

3-Minute Hackathon Submission Video

SECTION 1: HOOK (0:00 - 0:20)

[VISUAL: Black screen, then fade to African farmer in field with wilting crops]

NARRATOR (Voiceover): "Meet Mary. She just harvested 200 kilograms of maize. It's perfect. Fresh. Ready to sell."

[VISUAL: Close-up of Mary looking worried at her phone]

"But she has no way to reach buyers."

[VISUAL: Split screen - crops rotting on left, middleman offering low price on right]

"In 3 days, her crops will rot. Or she'll be forced to sell to a middleman... for 40% below market price."

[VISUAL: Mary picks up her old Nokia feature phone]

"Until now."

[VISUAL: Title card with animation] "AgroTrack-Lite: One Text Message. Instant Marketplace."

SECTION 2: THE PROBLEM (0:20 - 0:50)

[VISUAL: Statistics appearing on screen with relevant images]

NARRATOR: "800 million smallholder farmers like Mary lose over \$1 trillion every year."

[VISUAL: Animation showing the cycle]

"Why? Three reasons:"

[VISUAL #1: Farmer unable to reach market] "One: No market access. They can't reach buyers directly."

[VISUAL #2: Handshake breaking, money disappearing] "Two: No trust. 30% of farmers deliver crops but never get paid."

[VISUAL #3: Smartphone with red X, feature phone with green check] "Three: No technology. 95% have feature phones, not smartphones. They can't use existing apps."

[VISUAL: Farmer looking down at rotting crops]

"Result? 70% post-harvest loss. Generational poverty. A food system that doesn't work."

SECTION 3: THE SOLUTION - DEMO START (0:50 - 2:10)

[VISUAL: Transition to bright, hopeful music. Mary picks up her phone again]

NARRATOR: "Now watch what happens when Mary sends one text message."

[VISUAL: Screen recording of phone]

ON SCREEN:

From: +254 700 000 001
To: AgroTrack
Message: "Maize 200kg Kisumu"
[Send]

NARRATOR: "That's it. One text. No app. No internet. Just SMS."

[VISUAL: Split screen - Phone on left, Technical visualization on right]

"Behind the scenes, five AI agents spring into action on the Hedera blockchain."

[VISUAL: Animated diagram showing agents activating]

Agent 1 lights up: "IntentAgent parses the message using natural language processing."

Agents 2 & 3 light up simultaneously: "RiskAgent and MarketAgent run in parallel—checking Mary's delivery history and finding the best market price."

[VISUAL: Show Hedera Consensus Service logs appearing]

"Every decision is logged to Hedera's Consensus Service. Immutable. Transparent. Trustless."

[VISUAL: Back to phone screen - Response arrives]

ON SCREEN:

From: AgroTrack

✅ Offer created!

MAIZE: 200kg

Price: 35 KES/kg

Total: 7,000 KES

Location: Kisumu

Reply: YES 483920

Ref: TX477298

NARRATOR: "In 3 seconds, Mary gets a fair market price. No middleman. No negotiation. Just math."

[VISUAL: Mary smiling, typing]

ON SCREEN:

Message: "YES 483920"

[Send]

[VISUAL: Technical view - Hedera Token Service transaction]

NARRATOR: "The moment she accepts, EscrowAgent locks the payment using Hedera Token Service."

[VISUAL: Animation showing tokens moving into escrow]

"The buyer's money is now in blockchain escrow. Mary is guaranteed to get paid. The buyer is guaranteed to get their crops."

[VISUAL: Mary at collection point, clerk checking crops]

NARRATOR: "Mary delivers to the collection hub. The clerk verifies the weight and quality."

[VISUAL: Clerk's phone]

ON SCREEN:

Delivered: 198kg

Grade: B

Confirm OTP: 553904

[VISUAL: Instant - notification on Mary's phone + animated tokens moving]

NARRATOR: "Instantly, SettlementAgent releases the escrow. Payment flows to Mary's mobile money account."

[VISUAL: Mary checking M-Pesa balance, smiling]

"7,000 shillings. In her account. In seconds. Guaranteed."

SECTION 4: THE TECHNOLOGY (2:10 - 2:35)

[VISUAL: Transition to technical architecture diagram]

NARRATOR: "This isn't just a payment app. It's a multi-agent AI system running on Hedera."

[VISUAL: Architecture breakdown with animations]

"Five autonomous agents:"

[Show each agent with icon]

- "IntentAgent: Understands natural language"
- "RiskAgent: Analyzes transaction history"
- "MarketAgent: Discovers fair prices"
- "EscrowAgent: Locks blockchain custody"
- "SettlementAgent: Releases payment on proof"

[VISUAL: Hedera logo with services]

"Deep Hedera integration:"

- "Consensus Service: Immutable audit trail"
- "Token Service: \$0.001 escrow transactions"
- "Mirror Node: Historical data for AI decisions"

[VISUAL: Comparison table]

NARRATOR: "Why Hedera? Cost."

[TABLE ON SCREEN:]

Transaction Cost:
Ethereum: \$5-50
Solana: \$0.01
Hedera: \$0.001 ✓

"For micro-transactions in Africa, only Hedera works."

SECTION 5: IMPACT & CALL TO ACTION (2:35 - 3:00)

[VISUAL: Multiple farmers using the system, market bustling]

NARRATOR: "Today: 10 farmers tested. 90% said 'very easy to use.'"

[VISUAL: Numbers scaling up with animation]

"Year one: 10,000 farmers earning 40% more."

"Year three: 500,000 farmers. 6 million transactions. All on Hedera."

[VISUAL: Map of Africa lighting up region by region]

"Year five: 5 million farmers. Zero middlemen. Transparent markets."

[VISUAL: Mary back in her field, harvesting with confidence]

"That's 5 million new Hedera accounts. 60 million transactions per year. Proof that blockchain solves real problems for real people."

[VISUAL: Dashboard showing live transactions, Hashscan explorer]

NARRATOR: "This isn't a prototype. It's live. Right now. On Hedera testnet."

[VISUAL: QR codes and URLs appearing]

ON SCREEN:

Try it yourself:

Text: [Your number]

"Maize 200kg Kisumu"

View live transactions:

hashscan.io/testnet/topic/0.0.7165737

Source code:

[github.com/\[your-repo\]](https://github.com/[your-repo])

[VISUAL: Title card]

NARRATOR: "AgroTrack-Lite. Built for Hedera Ascension."

"One SMS. Instant marketplace. Automatic escrow. Zero middlemen."

[VISUAL: Final shot of Mary and other farmers, confident and smiling]

"From feature phones to blockchain. From poverty to prosperity."

[VISUAL: Fade to logo with tagline]

"AgroTrack-Lite" "Bringing 5 million farmers on-chain"

#HederaAscension #AIAgents

PRODUCTION NOTES

Filming Requirements:

Option A: Professional (Best)

- Hire videographer in Kenya (\$500)
- Film actual farmers using the system
- Get authentic B-roll of markets, farms
- Record real SMS interactions

Option B: Screen Recording (Good)

- High-quality screen recording of SMS flow
- Use stock footage for farmer scenes (Pexels, Unsplash)

- Animate technical diagrams (Canva, Figma)
- Professional voiceover (Fiverr: \$50)

Option C: Slides + Voiceover (Acceptable)

- Create animated slides (PowerPoint/Keynote)
- Record yourself explaining
- Add music (epidemic sound)
- Show live demo at the end

Technical Shots Needed:

1. Phone SMS Interface

- Clean recording showing messages
- Use iPhone screen recorder or Android ADB

2. Dashboard View

- Show agents firing in real-time
- Events appearing on HCS stream
- Transaction confirmation

3. Hashscan Explorer

- Your topic: 0.0.7165737
- Show actual messages
- Highlight escrow transactions

4. Architecture Diagram

- Animated in After Effects or
- Static with highlighting
- Show data flow clearly

Audio:

Voiceover Style:

- Confident but not arrogant
- Pace: Moderate (140-160 words/minute)

- Tone: Inspiring + Technical
- Accent: Clear English (neutral or slight British/American)

Music:

- Uplifting, hopeful, tech-forward
- Not too loud (voiceover must be clear)
- Suggestions:
 - Epidemic Sound: "A New Beginning"
 - AudioJungle: "Corporate Technology"
 - YouTube Audio Library: "Inspiring Cinematic"

Editing:

Transitions:

- Fast cuts for problem section (urgency)
- Smooth fades for solution (hope)
- Quick cuts for demo (excitement)

Text Overlays:

- Key stats: Bold, large font
- Technical terms: Clean, modern font
- URLs/QRs: On screen for 5+ seconds

Color Grading:

- Problem: Slightly desaturated, cooler tones
- Solution: Vibrant, warm tones
- Technical: Clean, bright, high contrast

Timeline:

Week 1:

- Days 1-2: Write script (DONE ✓)
- Day 3: Source footage/create animations

- Day 4: Record voiceover

Week 2:

- Days 5-6: Edit video
 - Day 7: Add music, final polish
 - Day 8: Get feedback, revise
 - Day 9: Export, upload, submit
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VIDEO CHECKLIST

Before submitting, ensure video includes:

Content:

- ☐ Clear problem statement (< 30 seconds)
- ☐ Live demo of SMS flow
- ☐ Technical architecture explanation
- ☐ Hedera integration clearly shown
- ☐ Impact metrics (5M farmers, etc.)
- ☐ Call to action (try it, view code)

Technical:

- ☐ 1920x1080 resolution minimum
- ☐ Clear audio (no background noise)
- ☐ Subtitles/captions (accessibility)
- ☐ Under 3 minutes (optimal 2:30-2:50)
- ☐ Uploaded to YouTube (unlisted or public)

Branding:

- ☐ Hedera logo shown
- ☐ Your project name/logo
- ☐ Contact info in description
- ☐ Links to GitHub, dashboard, Hashscan

Submission:

- ☐ Video URL added to hackathon form
- ☐ Embedded in README

- ☐ Shared on social media
 - ☐ Thumbnail looks professional
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ALTERNATIVE: LOOM/SCREEN RECORDING SCRIPT

If you can't film professionally, here's a simpler script for screen recording:

[0:00-0:15] INTRO "Hi, I'm [Name]. I built AgroTrack-Lite for Hedera Ascension. Let me show you how one text message can change a farmer's life."

[0:15-0:45] DEMO - TERMINAL 1 "Here's my server running with 5 AI agents. Watch what happens when I simulate a farmer texting us."

[Run curl command, show console logs with agents firing]

[0:45-1:30] DEMO - TERMINAL 2

"The IntentAgent parses the SMS. RiskAgent and MarketAgent analyze in parallel. EscrowAgent locks the payment on Hedera Token Service."

[Show each agent log entry appearing]

[1:30-2:00] DEMO - DASHBOARD "Here's the real-time dashboard showing all events logged to Hedera Consensus Service."

[Show dashboard with events streaming]

[2:00-2:30] DEMO - HASHSCAN "And here's proof: every transaction is on-chain. This is live on Hedera testnet."

[Show Hashscan explorer with your topic]

[2:30-2:45] CLOSE "5 autonomous agents. SMS-first UI. Hedera escrow. All working right now. Check out the code on GitHub."

[Show GitHub repo]

Total Video Length: 2:45-3:00

Estimated Production Cost: \$50-500 depending on approach

Estimated Time: 3-5 days

Remember: Judges watch dozens of videos. Make the first 15 seconds count!

