

CAN DO Innovation Summit 2022 #SMESTage Competition Video Guidance

What do we need?

Please fill in our [online form](#) and submit a short video clip (60 to 90 seconds long) demonstrating how your business is driving digital transformation or innovation through at least one of the following routes:

- How the business has embraced innovation to emerge stronger after recent economic challenges.
- How the business has adopted digital tech to advance social value as well as business growth.
- Overcoming barriers in their digital transformation journey.

You may want to include:

- What's the challenge the business is/was facing.
- Explain your innovation and what it aims to achieve
- Why is it unique?
- What are your plans / ambitions for the next few years?

Useful Tips when recording:

- To make sure the camera can pick up your voice make sure it isn't too far away.
- Choose a quiet and well light area to record.
- The camera on the back of your smartphone will be higher quality than the front camera.
- Keep your recording short and to the point – we only need 90-60 seconds.
- Keep the light behind the camera as much as possible so it shines on what you are filming.
- Keep the camera still, try placing it on a tripod or a table.

To submit your clip, please follow these steps:

1. Upload the video to your YouTube channel (you can make the video private)
2. Send the YouTube link to info@candoinnovation.scot

or

1. Go to <https://wettransfer.com>, alternatively they have an app available on
1. Google/Apple store.
 - i. In the "To" box: info@candoinnovation.scot
 - ii. In the "From" box: please enter your email
 - iii. Include a short description of your clip
2. Press send

When sending, please include the name/company used on the web form.

You are welcome to make the video public, if sharing please use the #SMESTage and #CDIS22.

If you have any questions, please contact stephen.downie@glasgowsciencecentre.org