



**SEPTEMBER 14, 2011**

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## Presenting Your Company at PTE2

This information is intended for entrepreneurs who wish to make a financing pitch at the PortTechExpo, or those who wish to submit a video to compete for the Angels Gate Media Award.

## Making a Financial Pitch

We want to have at least ten fundable deals presented at the PTE2 on September 14<sup>th</sup>. Here's the procedure for making a financing pitch. If you have a maritime-related technology that could benefit the Port's customers, fill out the "Making a Financing Pitch Presenter" form that appears on our website. It will take a few minutes, but is essentially the same information as you provide in an executive summary to your business plan. You can submit your form and pay your entrepreneur registration fee of \$125 through the PortTechLA homepage link to PayPal. (A video is not required, but will be reviewed if you wish to send us one.)

The steps are as follows:

1. Fill out the attached Presenter Application and e-mail to [Expo@PortTechLA.org](mailto:Expo@PortTechLA.org).
2. Pay \$125 presenter registration fee through the PayPal link at [www.PortTechLA.org](http://www.PortTechLA.org).
3. We'll acknowledge your registration with an e-mail and send further instructions for attending Coaching Day.

## What Happens on Coaching Day

Coaching Day is the Semi-finals of our competition! Our group of coaches will listen to your pitch, provide constructive criticism and some things to think about when making a presentation. Then they'll select ten companies to make financial pitches at the Expo. Thus, Coaching Day is your chance to convince a willing and helpful audience that is present to help you, that your company should be presented to investors for consideration to receive a financial investment. We expect to send out instructions for making a pitch no later than August 14<sup>th</sup>, and will schedule Coaching Day to occur during the week of August 22<sup>nd</sup>.

## At the PTE2

On September 14<sup>th</sup>, you and the other finalists will have the chance to pitch your deal to investors, service providers, and others who are in attendance at the Conference. This will be a very carefully scripted event. Each entrepreneur will have time to make an 8-minute pitch and answer up to three questions from the floor. We will require that all finalist presentations are sent to our office by e-mail no later than the close of business on September 12<sup>th</sup> (instructions to be provided as to format, etc.).

## What About Video Presentations?

The “Video Presentation” category is brand new. We will select up to ten port technology video presentations of 3-5 minutes in length. We’ll show them on special monitors that will be set up in the exhibition spaces. A team of judges will select the “Angels Gate Media Award” (as well as a runner-up). Your company will be highlighted on the PortTechLA website for six months, and will be seen by viewers around the world. Simply go the PortTechLA homepage and follow the links to the upload directions. The fee to have your video reviewed and compete with other maritime technology companies is only \$125 and you can pay online through our PayPal account.

This is how you do it:

1. Produce your maritime technology video of 3-5 minutes duration.
2. Establish a YouTube account if you don’t have one already.
3. Register for the video competition through [www.PortTechLA.org](http://www.PortTechLA.org) and pay your \$125 registration fee using the link to PortTechLA’s PayPal account.
4. Send us the link to your YouTube video.
5. Upon confirmation of your payment to PortTechLA, we will capture your link.
6. We will send you an e-mail receipt.
7. Check the website regularly to confirm that your video has been uploaded.

Winning videos will be announced at the conclusion of the Expo. Register now at [www.PortTechLA.org](http://www.PortTechLA.org), and good luck!

## Video Production Tips

### ***Ready to Produce Content?***

Just be yourself. Pretend as if you are talking to your best friend – you have not seen him in years and you want to tell him a story. Keep it short:

- Scene one: Describe the problem you have identified
- Scene two: Describe the solution you are presenting
- Scene three: Details about your product/technology (i.e., name of product, how the technology works, how you came up with the idea, what stage of development, how much financing is required)

Your submission must be no more than 5 minutes, including all three scenes and your introduction (“my name is..., my company name is...”) combined.

- Position your recording device as recommended.
- Before pressing record, take a moment to reflect on your journey as an entrepreneur. What separates you from the rest? Why should an investor take the risk to believe in your technology? Take a moment to “get into character” and “sell yourself!”
- Press record (ask a friend to help).

### ***Lighting***

Natural light works best, but is not required.

Be aware of shadows from eye sockets.

You may need a shop light to counter balance – you can use a sheet of blank paper with masking tape as a filter. **DO NOT PLACE DIRECTLY ON LAMP.** This is a fire hazard. It is best to have a designated light operator place the light filter only during filming. Remove immediately if signs of smoke appear. It is a quick field expedient method to shoot low budget.

### ***Sound***

Be extra aware of background noise. You'll be surprised how much we become used to background – don't forget about the fish tank, air conditioner, traffic, dog barking, etc...If an external microphone is not available, it's best to shoot a medium shot (from the waist up) or a close up shot (face) to best capture the sound.

### ***Composition***

Plain, non-descript is ideal. A blank white wall works best (a universal appeal for future videos). If you have a pro-type model of your technology, it may be a good idea to show how it works.

### ***Cothing***

The best colors for the camera lens are black, blue, or other dark colors. The worst colors are white or red. White colors wash out the picture and red is too distracting.

### ***Camera Angle***

DO NOT look into the camera lens - 25 degree to the right or left is best. We want you to convey the feeling that you are in a conversation with someone else. (You should be thinking, "I am talking to an investor or a customer 2,000 miles away.")

Pretend to be having a discussion with someone – pretend to talk to an investor or a customer – that is your target audience. Pick a spot on the wall – stare at the light switch. You will eventually begin to loosen up and lose yourself in the light switch.

### ***Footage Production using an iPhone4***

If you are using an iPhone4 lay the phone horizontal during video production – if the phone is vertical, the scene will be cut vertical. **DO NOT SHOOT FOOTAGE VERTICAL.** Use an improvised method to create a tripod such as the OTTER box protective case that allows it to stand on its side. For a close up shot you want the camera about 36" from the face; a medium shot, about 5 feet away (waist up).

### ***Uploading your Video directly from an iPhone4***

- If you do not already have one, create a free YouTube account at [www.YouTube.com](http://www.YouTube.com)
- Once the video has been shot, the default option on the phone allows upload to YouTube.
- Select the YouTube icon on the iPhone4. Login to your YouTube account.
- Upload your video to YouTube. Fill out the blank fields.

### ***Questions?***

For further assistance producing your video, contact John Salcedo at PortTechLA at (310) 832-0028.