



# Capeforce Academy video Pitch

## Instructions

As part of your application to the Capeforce Academy, we ask you to create a video pitch. This is your opportunity to introduce yourself, share your motivations, and show us what makes you a great fit for our team. We want to see your professionalism, enthusiasm, and unique personality. Most importantly, we want you to be yourself and present your best!

## Pitch guidelines:

The pitch can be **maximum 5 minutes**. Include the topics below:

- Introduce yourself:
  - Start with your name and a brief background about who you are. This is your chance to make a strong first impression
- Why Capeforce?
  - Tell us why you want to join Capeforce. What excites you about our mission, values, and the opportunity to be part of our Academy?
- What will you add to the team?
  - Highlight the skills, experiences, and qualities that you would bring to the Capeforce team. How do you see yourself contributing to our community and projects?
- Where do you want to be in 5 years?
  - Share your vision for the future. Where do you see your career, and how will being part of Capeforce help you get there?
- Your favorite hobby and why:
  - Let us in on what you love to do outside of work or study. What's your favorite hobby, and why is it important to you?

## Technical setup:

- Lighting: make sure you are well-lit, with the light source in front of you to avoid shadows.
- Audio: ensure that your voice is clear and free from background noise. Speak clearly and confidently, and trust the process.
- Video: use a steady camera setup. You can record the video on your phone or laptop. Tools like [Loom.com](https://loom.com) are great and easy to use if you prefer recording on your laptop.
- File: Save the video as an MP4 document, so you can upload it in the application form. Convert the [file to MP4 via Adobe](#) if need.

## Final tips:

- Be yourself: we want to get to know the real you. Authenticity is key, so relax and let your personality shine.
- Show your best: while it's important to be authentic, also remember to present yourself in a professional manner.
- Practice: it's a good idea to practice your pitch a few times to feel more comfortable and ensure you cover all the points.
- Want to see an example? Watch the video pitch linked in the career learning journey!

## Application process:

- When all criteria are met, the Capeforce team will invite you for a video interview.
- In the email the interview criteria are listed, prepare well - and join the team!

Good luck, and we can't wait to hear from you!