



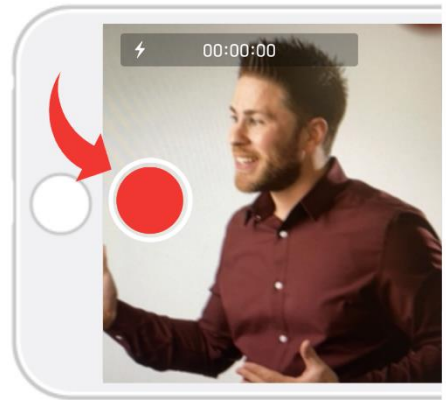
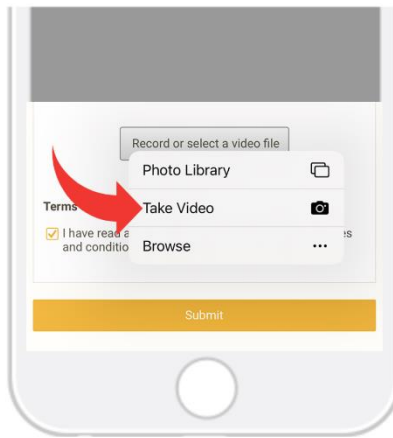
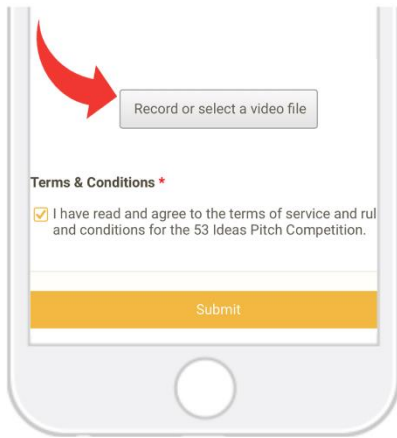
Video Idea Submission Instructions for iOS and Android

Below is a step-by-step guide for recording and submitting a video pitch using a mobile device (iOS or Android)

Step 1: Go to www.53ideas.com and click the “Submit Your Pitch” button.

Step 2: Complete the entry form and record your video using the embedded video recorder following the instructions below based on your device (iOS, Android, or Desktop Computer).

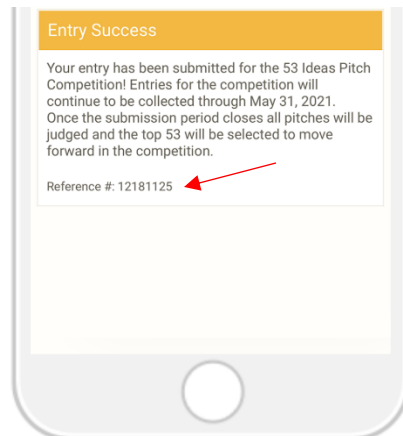
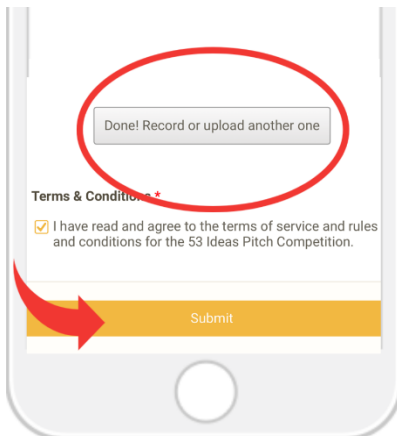
iOS Steps



Step 3: Click the “Record or select a video file” button.

Step 4: When the pop up appears click “Take Video”.

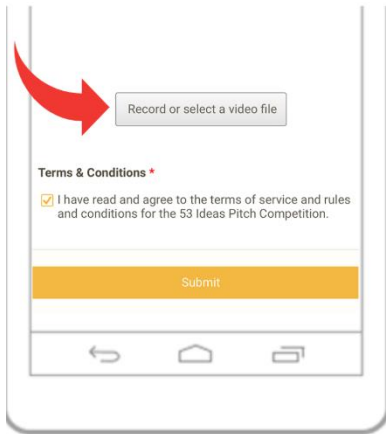
Step 5: Press record, start with your name then share your idea. Stop recording at or before 53-seconds.



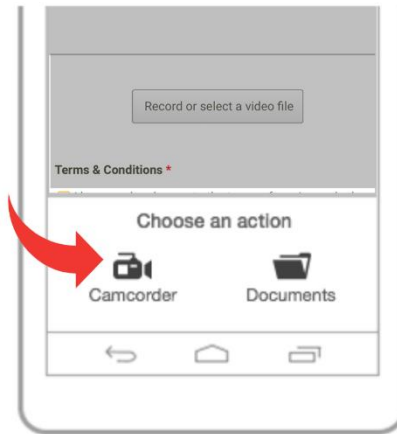
Step 6: “Done!” will appear on the screen confirming video capture. You can now click SUBMIT to enter.

Step 7: An Entry Success message will appear. Please retain your reference #.

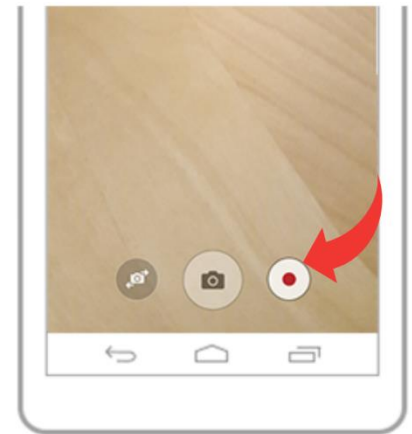
Android Steps



Step 3: Click "Record"



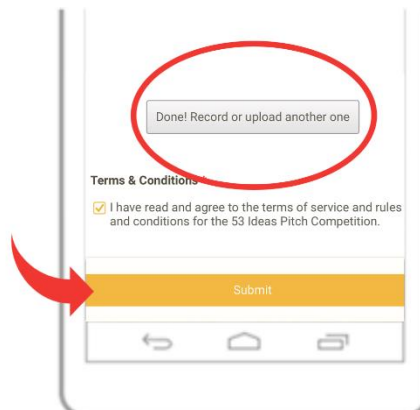
Step 4: Click "Camcorder"



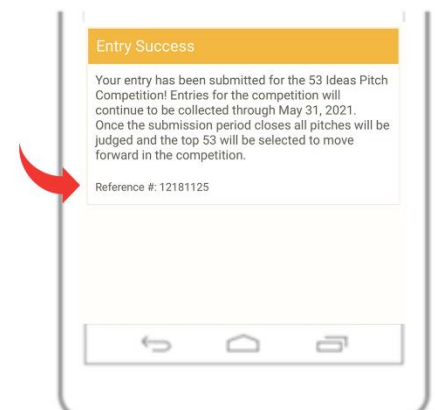
Step 5: Click the red button.



Step 6: Monitor time and press red button again to stop recording at or about 53 seconds. Once stopped click "Use Video"



Step 7: "Done!" will appear on the screen confirming video capture. You can now click SUBMIT to enter.



Step 8: An Entry Success message will appear. Please retain your reference #.