



# EUREKA EXCHANGE

To ensure that your video is accepted, please review the content and technical specs outlined in this brief. Content questions should be directed to [info@goingforthegreen.net](mailto:info@goingforthegreen.net) and technical questions go to [thewizards@goingforthegreen.net](mailto:thewizards@goingforthegreen.net)

## Content Requirements

What have you invented, innovated or adopted that merits being seen as green? We're looking for videos that outline the concise facts on what your discovery is about; something that runs between 2 and 4 minutes. This may be a new to you discovery, even if the technology has been around for a while. We are looking for practical things for small business to do that will help them save money, make money and reduce their footprint. Or it could be an "avant garde" technology, not yet commercially available, but provokes others to realize an opportunity they have not considered. We need you to focus on the key points that you would share with a friend over a cup of coffee to explain what you've created that makes you **part of the solution**.

Here are some questions to guide your content in your video production

- What did you invent, innovate or adopt?
- Why did you start this adventure? Did you see something that opened your mind? Did you read an article or book? Do you believe that 'business as usual' is nonsense? Did you talk to someone who helped you see the world in a different light? Did you watch a Ted Talks clip? A video from the Eureka Exchange launch?
- Is it a tried and true technology, but new to you and it saved you money and reduced your footprint? (As an example, watch Bryan Schenk's segment on how he eliminated food waste from his restaurant, with a 3 month payback by doing something simple.)
- What were the benefits? Did a customer, a client or your community also gain benefit? Would they provide a testimonial as part of your video? (See Cansolair's video with testimonials from customers.)
- Are there tangible, quantifiable results? What was your payback period? Is there a range; what are the variables?
- How long did it take for the results and benefits to materialize?
- Would you recommend this to others?

If your idea still on the drawing board with too many eraser marks, then you are not ready for the Eureka Exchange. Think about talking to one of our troubleshooters for some help. If you are just in the middle of patenting your prototype and the next step is commercialization, you might want to hold back; make sure that your timing is in your best interest; *it's your call*.

Members get priority access and seating: join @ [www.goingforthegreen.net](http://www.goingforthegreen.net)



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## Technical Requirements

### Pre-recorded Video Content

1. Each video should have two images (640 pixels x 360 pixels and 128 pixels x 72 pixels). These images will be used as a still image for a home page or watch now pages, and as thumbnail image for the schedule and archive pages.

2. The video should ideally be encoded with the following parameters:

- mp4 file format

#### Video:

- H.264 encoder
- 16x9 form factor (ideally)
- 640x360 resolution
- 24 fps
- 500-700kbps bitrate
- web(streaming) optimized

#### Audio:

- AAC audio codec
- 48khz sample rate
- 96kbps bitrate

IF YOU HAVE A QUESTION ABOUT THE TECH SPECS, email our clever techies at [thewizards@goingforthegreen.net](mailto:thewizards@goingforthegreen.net) and you'll get an answer as soon as possible.

Don't forget, the title of your video should appear at the beginning of your clip.

Please provide a brief description of what you are taking about when you submit your video. Just a few bullets or a sentence of two. For everyone, time is money.

Please remember, this is not a sales opportunity, nor a venue for advertising. If you have a product or service that has green attributes and you are interested in posting on our store, we have the Green Market for that purpose. This includes if you have a training idea to help small business go green. Email us and we will review what you've got to see if it fits with our customers.

Make sure too that this is your material to post; that you have copyright of the images you use. You will have to sign a release that says we can post your video, just as you would with any other site. Everyone who appears in the video has to sign the release – that's show biz!

**We're getting ready for the next event-filled show, coming to a screen in front of you. If you know of someone we should be considering for our next major show, get in touch with us now: [info@goingforthegreen.net](mailto:info@goingforthegreen.net)**

Members of [www.goingforthegreen.net](http://www.goingforthegreen.net) are always first in line; join now.