



CREATIONS de UiTM

INTERNATIONAL MEGA INNOVATION CARNIVAL 2024

Navigating Innovation and Seizing Global Fortune

1st January 2024 - 27th April 2024

HYBRID COMPETITION (PHYSICAL & VIRTUAL PRESENTATION)
**CENTRE OF FOUNDATION STUDIES, UiTM CAWANGAN SELANGOR,
KAMPUS DENGKIL, SELANGOR, MALAYSIA**

CHANGE THE WORLD THROUGH INNOVATION

INNOVATION VIDEO GUIDELINE

FOR VIRTUAL/ONLINE PARTICIPANTS

GENERAL RULES | VIDEO INFORMATION

GENERAL RULES

The resolution of the video should be of high definition (720p or 1080p).

A clear, creative and informative product video will give a good impression to the juries.
Video duration must be 3-5 minutes to promote the product.

DELIVERY

The product video with digital background of CDU2024 can be done in English / Malay language to highlight the innovation idea and product.

RESOLUTION

UNIQUENESS

The competing product must be unique, innovative, and have commercialization value.

DURATION

GENERAL RULES

There is no restriction to use other support product video such as Canva, Power Point or a recording of you presenting the product with attractive style.

Video must be uploaded in the YouTube channel. Please set the privacy setting to 'UNLISTED' if you want to restrict the audience to those who have the link only.

FLEXIBILITY

PRESENTATION

SHARING

SUBMISSION

The flow of the product presentation is easily understandable.

Submit your product video link to Submission Form. The product video should add information to the content as in video information.

VIDEO INFORMATION

01

TITLE OF PROJECT AND CATEGORY

- Creative name of project or product

02

CORRESPONDENCE

- Full name and email

03

PROJECT MEMBER(S) & AFFILIATION(S)

04

PROBLEM STATEMENT

- Related issue to the project & product

05

INTRODUCTION OF THE PROJECT & PRODUCT

- Product description / Features and characteristics / Objective of development

06

MATERIAL & METHOD

- Product development strategy / Market survey / Product testing

VIDEO INFORMATION

07

RESULTS

- Any related or supporting data

08

NOVELTY & UNIQUENESS

- Originality/ Performance / Price / Cost reduction / Convenience etc.

09

COMMERCIALIZATION POTENTIAL

- Price to offer / Market positioning

10

CONCLUSION

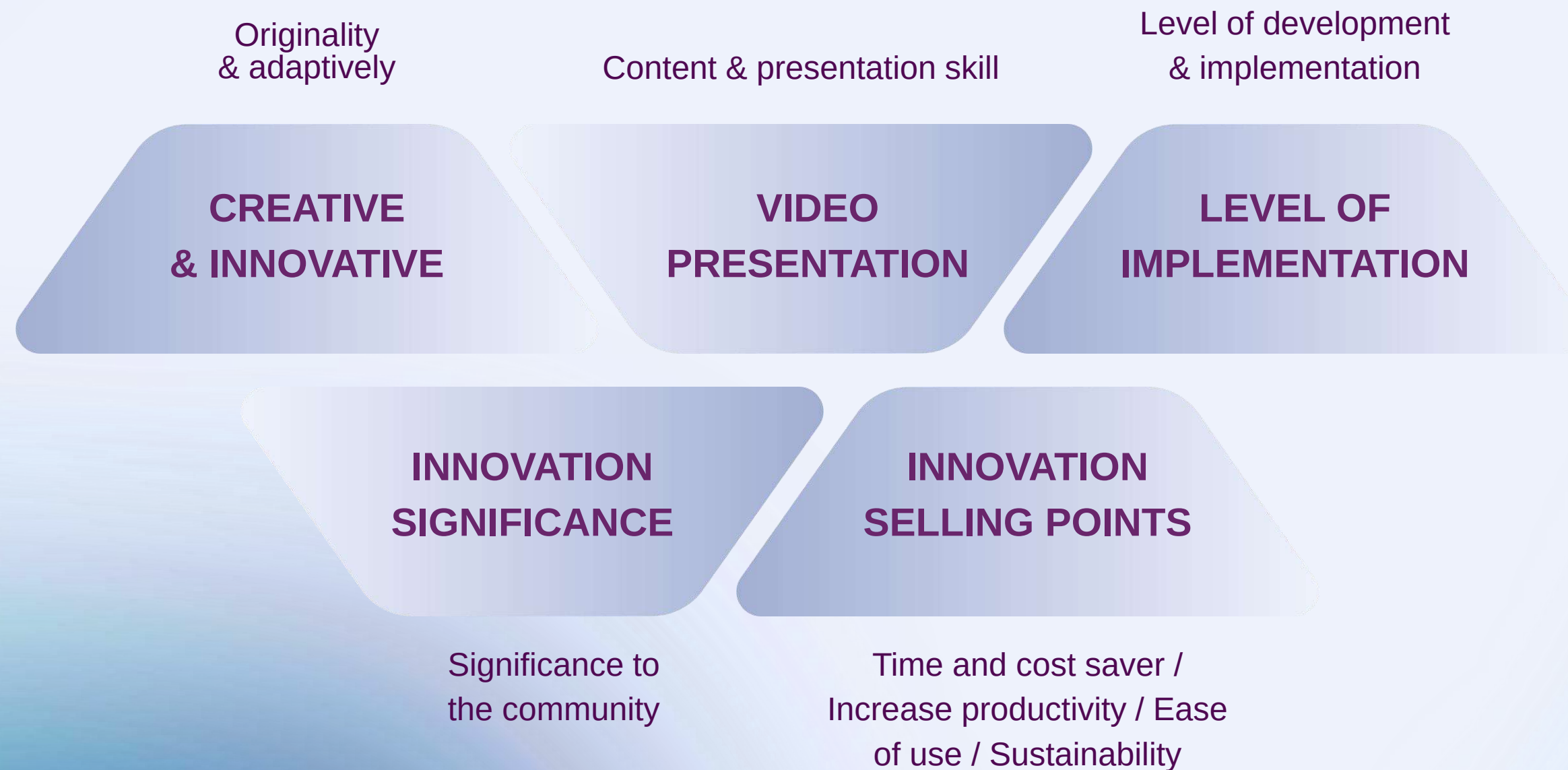
- Related issue to the project & product

11

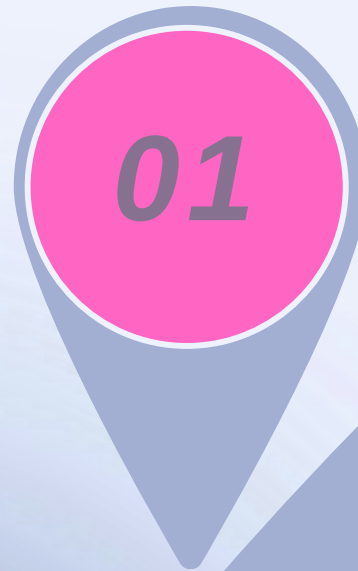
APPENDIX

- Award / Related publication / Intellectual property rights (if any)

WINNING OPPORTUNITIES



PLUS POINT



**Intellectual Property
Rights (IPR)**



**Award Winning
Project / Product**



**Related
Publication**