





EXERCISE 1.3: ARC MAPPING

INSTRUCTION:

Output: 1-minute video file. Focus: Enthusiasm and natural body language. Critique: Identify three moments where your passion was most visible.

 **Hook** (15s): What is the statistic/problem?

 **Story** (Middle): How does my innovation solve it?

 **Ask** (End): What do I want them to think/do next?