let your college app stand out with the Elevator Pitch

Tell your story in a 90-second video
Show interest to your top 2 schools by giving them your “Virtual Stars”*

how it works
You’ll record a 90-second video on our website or on the InitialView app that can be sent to as many colleges as you’d like, along with a unique Virtual Stars tool that you can use to show admission officers at your top two schools that you have chosen them as your favorite.

getting ready to crush it

Here are some tips and reminders as you prepare for your Elevator Pitch video and selecting your two schools:

☐ To record your Elevator Pitch video:
  - Record Directly in Chrome Browser
  - OR
  - Download App on iPhone / iPad

☐ You’ll need either a PayPal account or a credit card to make the $22 payment, unless you qualify for a fee waiver, which you can claim when you register. Visit initialview.com/elevatorpitch/faqs to see our broad waiver qualifications.

☐ About Recording Your Video: Take some time to think about what you want to say in your video before you record! As you will only be allowed to send one video to all of your schools, we recommend that you not mention any school names in your video. No editing or production of your video is allowed. You can re-record as many times as you want, but you can only keep your last (most recent) video recording to send to schools. Once you send a video to a school, that same video must be used for every school.

☐ About the Virtual Stars: After December 15th, you will be able to send your Virtual Stars to your top two schools.

*Please note that Virtual Stars can not be sent until after December 15th

initialview.com/elevatorpitch
STEP-BY-STEP GUIDE | TIME TO RECORD!

Think About What You Want to Say: But most of all, be authentic — no need to read a speech. Imagine hopping into an elevator with an admissions officer who says, “Pleased to meet you. I read your application. Tell me a bit more about yourself.” And then go!

Find a Quiet Place: Look for a space where you are comfortable and there are no distractions. If you are recording on your cell phone, place your phone in a stable and still position. But don’t worry! You can record as many times as you like before you send.

Go to initialview.com/elevator-pitch. You’ll be able to record using the Chrome browser on your computer/Android, or by downloading the app on an iPhone/iPad.

Turn on Camera: We’ll test your camera and microphone to make sure your device will record properly.

90-Second Countdown Clock: When the recording begins, a 90-second countdown will appear to help you keep track of time while recording. If you finish before the 90 seconds is up, no worries! Just click “I’m Done!”

Start Recording: When you’re ready, hit the “Start Recording” button.

Re-Record if You’d Like: You may re-record as many times as you want, but please remember that only the last recorded video is saved—and once you submit a video to a school, your video is “frozen” and that’s the one you must use for all your schools for that admission cycle.

Hide Your Image (optional): If you’d like, you can select a function that hides your image. In this case, only your voice will be available to the admissions office.

Select Schools to Send Video to: Your one-time fee allows you to send your elevator pitch video to an unlimited number of schools per admission cycle, which is why we highly recommend that you not mention any school names in your video. Remember, this 90-second video is about you—not the universities. When selecting schools to send your elevator pitch to, if the school’s name is not on the list provided, you may type in the name of the school.

Virtual Stars | After December 15th: Show your preference to two schools by giving them your virtual stars. The InitialView virtual stars are already widely used by international applicants, and are the best way to “show your love” to your top choice schools.