תקציר לסרטון מימון-המונים עבור לומדת מתמטיקה לילדים
Outline of a crowdfunding video for a math learning software for kids

A good crowdfunding video hinges on a personal appeal to the donor. This is all the more crucial in the case of **OurCompany**, whose product strives for something truly inspiring and meaningful: to build up a child's self-worth via a critical life skill.

We suggest a video composed of an on-camera speech (preferably by the founder/s of **OurCompany**), accompanied by snippets of the software, and the following emotional trigger:

We pan across different boys and girls working on their homework, both on computer and on paper. For each child, we see a mirror reflection, or window reflection, or shadow, or any other form of ghost image, of that child as an adult. **That ghost is their self image and their projected future.** As the child struggles, we see the image of an unhappy adult (showing no specific job, so as not to disrespect any profession). In a later reiteration, after **OurCompany** has been presented, we see the same kids doing homework, and this time we see in the background confident, sophisticated professionals: a male architect, a female programmer, etc.

All this is intercut with the ongoing heartfelt speech by "our" person, which of course will be written out.