**Pre-Production Questionnaire**

1. **Is your startup or business bitcoin-centric? If yes, would you like a short 20-30 second, educational bitcoin introduction included your video?**
2. **Why are you having this video created and what do you hope to accomplish?**
3. **Briefly describe what your company, product or service does:**
4. **Who are your main competitors? Please list website url’s for reference if possible. If you have no competitors, why do your potential customers need you?**
5. **What separates you from your competitors? And how are you different and more unique than they are. What do you do better? (or what will make you unique when you launch)?**
6. **What do you customers want the most? Take us inside the mind of your target customer. Please describe them not only in demographic terms but also in terms of what motivates them, what keeps them up at night, what barriers/”pain points” they might currently be facing that could lead them to need a product or service like yours, etc.**
7. **How is your product or brand making your customers happy? How do you address the above-mentioned barriers and pain points of your target customers, especially in comparison to other offerings out there?**
8. **What do you want the main takeaways to be after people watch this video (don’t list every single point that may be covered, instead list the key takeaways that you need to stick with people after seeing this)?**
9. **Any “do’s and don’ts” in terms of the video? Eg tonality to use or avoid, certain buzzwords to focus on or avoid, etc?**
10. **How do you want your product, brand or service to be reflected? Do you want a serious, corporate, playful or an in between feel?**
11. **Do you have call-to-action that you’d like to include (eg call, click here, sign up…)?**
12. **Any brand tagline or slogan that you’d like to include at the end of the video?**
13. **What is your ideal running time/length in mind (60 seconds, 90 seconds, 120 seconds etc.)? We usually recommend 60 seconds, which is the sweet spot to 1:30 seconds on the longer end.**
14. **Are there any videos or styles that you would like to emulate in this production? Please provide specific links. Note, the links could be from either us or from other videos you’ve seen online.**