

Your Brand, In Motion.

Take your hackathon idea from a still image to three living, breathing clips — using Imagine Art. Different styles, same idea. Pick the one that sells.

■ Time: 75 min

■ Track: AI · Video & Motion

■ Tool: Imagine Art

WHY THIS MATTERS

Today you saw how founders use AI video to sell an idea before the product even exists. Your hackathon idea needs the same treatment. Investors, users, and IG scrollers decide in 3 seconds. Your job tonight: make three versions of the same idea and figure out which one earns those 3 seconds.

THE MISSION · 4 STEPS

Do them in order. Don't skip step 1 — the whole thing rests on it.

01

Brand hero image → 3 style variants

Open Imagine Art. Generate ONE hero image for your hackathon idea in 3 different styles — for example: cinematic photoreal, 3D claymation, and anime / editorial. Same subject, same prompt spine — only the style words change. Save all 3.

02

Image → Video in Imagine Art (×3)

Upload each of your 3 stills as a start frame in Imagine Art's image-to-video. Use the SAME 5-second motion prompt on all three (e.g. 'slow push-in, soft camera drift, cinematic, no cuts'). Ship all 3 clips.

03

Pick your winner + write why

Which of the 3 styles best sells your hackathon idea to a 15-year-old scrolling Instagram at 11pm? Write 3 sentences: (1) what your brand is, (2) which style won, (3) why it fits your audience.

04

Tie it back to the business

Draft ONE Instagram caption (max 2 lines) that would go under your winning clip. It must name the problem you're solving and hint at the product. No jargon. Write like a human, not a pitch deck.

PROMPT SPINE · COPY, THEN SWAP THE [STYLE]

Image prompt (Imagine Art):

"A [STYLE] hero visual for [YOUR BRAND NAME], a [ONE-LINE WHAT IT DOES] for [WHO IT'S FOR]. Setting: [PLACE]. Mood: [3 ADJECTIVES]. Dominant colour [PRIMARY HEX], accents [ACCENT HEX]. Ultra-detailed, no people visible, magazine quality."

Style words to try (pick 3, one per variant):

cinematic photoreal · 3D claymation · anime editorial · low-poly 3D render · retro risograph · hand-drawn watercolour · neon cyberpunk · pastel dreamcore

Motion prompt (image → video, use the SAME on all 3):

"Slow cinematic push-in over 5 seconds. Subtle camera drift. Gentle ambient motion in the scene. No cuts, no zooms, keep the subject centred."

REFLECTION · WRITE THIS IN YOUR SUBMISSION

- Same prompt, different styles — which one actually made your idea feel like a real brand?
- What did image-to-video let you control that pure text-to-video didn't?
- If you had 10 seconds to show this at Demo Day, which clip would you lead with and why?

HOW THIS LINKS TO YOUR HACKATHON

You now have proof-of-concept marketing footage for your hackathon idea — before writing a single line of code. That's the founder move: **sell the vision, then build the thing**. On Demo Day, the teams that win aren't the ones with the fanciest tech — they're the ones whose 30-second teaser makes the judges lean forward. Tonight's clips are your first draft of that teaser.

■ BONUS XP

Post your winning clip as an Instagram story with your caption. Don't say it's AI. DM the camp your view count screenshot after 12 hours. Most views = free Founder.Camp hoodie.

SUBMIT IN THE DASHBOARD

- 3 hero images (one per style)
- 3 video clips generated from those stills in Imagine Art
- 3-sentence write-up: brand + winning style + why

■ 1 Instagram caption for the winning clip