

STARTOPIA FAMILY FIRST · IN PARTNERSHIP WITH GEMS EDUCATION

YOUR GUIDE TO CAPTURING FAMILY MOMENTS

WHAT TO TAG & WHERE TO POST

Hashtag

#StartopiaFamilyFirst

Instagram

@startopia-edu @gemsecducation

LinkedIn

@Startopia @GEMS Education

Where

Instagram · LinkedIn · WhatsApp · family group

This guide is for parents. You don't need to be a content creator. You don't need ring lights or fancy captions. You just need your phone and a rough idea of when to pick it up.

There are two things worth capturing: **Eureka Moments** (when something clicks for your child) and **Family Moments** (the quieter scenes of your family building something together). Both matter. Both are easy to get.

The Family Journey score is worth 20 out of 100 points. Submitting a photo or short video after each gate earns you points. Three or more posts earns the maximum. One earns partial credit. But the better reason: In a few years, your child will watch this footage back. The moment they first called themselves a CEO. The logs they drew by hand. That's worth capturing regardless of the score.

HOW TO CAPTURE WITHOUT KILLING THE MOMENT

LIGHT

Place your child toward the nearest window. Natural light from the front always works. Avoid backlights/light behind them makes their face dark.

FRAMING

Film at eye level, crouch if needed. Looking down at a child makes it look like a school project. Eye level makes it feel real.

AUDIO

If they're speaking, get the phone within arm's reach. Kitchen table distance is fine. Across the room is not.

LENGTH

15 to 30 seconds is plenty for video. Judges don't want a documentary. They want a genuine moment.

PHOTOS VS VIDEO

A clear photo of the finished org chart, problem statement or logo will always work. Video is better for reactions, photos for results.

MOVING

Don't film the thinking. Film the result. Let the moment happen, then capture it.

What judges actually look for: Evidence that the family worked together. Not polish. Not production quality. A real photo of a real page at a real kitchen table beats a perfectly lit posed shot every single time.

DATE 1 OF 3 · -20 MIN
ORGANISATION CHART

CECEKA MOMENT

👉 Your child writes their name as CEO

The first time your child puts their own name in the CEO box on an actual company document. Don't ask them to edit it for the camera. Let it happen, then take the shot immediately after.

What to capture: Photo of the completed org chart, or a 15-second video of them pointing to their name and saying their role.

How to take it: Let them finish writing, then ask, "Can I take a photo of that?" Page flat on table, natural light. Pose: directly above, no shadow.

FAMILY MOMENTS

The team name debate

Most families spend longer arguing about the team name than anything else. 15 to 20 seconds of back-and-forth is perfect, especially if your child overrules you.

Choosing your advisory title

When your child reacts to hearing you'll be the Investor: Head of Ops, or Mentor. Any reaction is worth 15 seconds of video.

CAPTION STARTERS

She just wrote her name as CEO of her own company. She said, "I didn't get a job title until I was 12." #StartopiaFamilyFirst

DATE 2 OF 3 · -40 MIN
PROBLEM STATEMENT

CECEKA MOMENT

👉 When the real example clicks

Date 2 asks your child to describe a problem they personally saw happen. When they stop being generic and start being specific—when they say a name, a place, a moment—that's the shift. You'll hear it in their voice.

What to capture: A 20 to 30-second video of your child reading back their one-line problem statement once it's written, in their own words, directly to camera.

How to take it: Go to a window, hold phone at chin height. Say "Can you read me the one-line summary?" and hit record. Audio matters here.

FAMILY MOMENTS

The thinking face

There will be a question that makes your child stop and genuinely think. Watch for the pause. A quiet photo of a child staring at the ceiling is more powerful than any posed shot.

Parent asking, child answering

A photo or short video of you asking a question and your child writing the answer. No need to show the page. The image of a parent and child working face-to-face tells the whole story.

CAPTION STARTERS

She just explained her business problem in one sentence. Better than most pitch decks I've read. She's 11. #StartopiaFamilyFirst

DATE 3 OF 3 · -60 MIN
FOUNDER CARD, FINANCIAL MODEL AND LOGO

CECEKA MOMENT

👉 The logo reveal

Your child will draw a logo by hand. The moment they show it to you is a proper reveal. That's the one. This is the single best shot in Date 3.

What to capture: A short video of the reveal, including their face when they hold it up and their one-sentence explanation of what it means. 30 seconds maximum.

How to take it: Film horizontally. Ask "what does it mean?" immediately after the reveal and let them answer on camera.

FAMILY MOMENTS

The maths moment

When your child calculates their monthly revenue and reacts to the number. That's a 10-second video worth having.

The practice pitch

Before the official recording, your child presents all the slides to you once. Film this rehearsal. It's often more honest than the final recording.

CAPTION STARTERS

He designed the logo for his company tonight. Hand-drawn. He explained every choice. I am not crying. #StartopiaFamilyFirst

FINAL STEP · -30 MIN
THE PITCH VIDEO

CECEKA MOMENT

👉 The five seconds before you press record

Your child knows their slides. You've done one practice run. You've given two pieces of feedback. Now you're about to press record. That moment, the breath before, is worth capturing.

What to capture: A behind-the-scenes clip of the setup, then their face immediately after they finish. Don't film the pitch on a second device as it will distract them.

Best shot: After the pitch, ask one question on camera: "How do you feel?" Don't comment yet. Just let them answer. That 15-second clip is the real ending to your Family First story.

FAMILY MOMENT

After the submission

Once everything is submitted, take a photo together. Parents and child, not posed necessarily. Just together. That's the family that did this. That's the one to keep.

CAPTION STARTERS

She just recorded her pitch. 2 minutes and 20 seconds. She looked at the camera the whole time. I've never been more proud of something. No email, nothing to do with. #StartopiaFamilyFirst

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DATE 1

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He named the company tonight. He wouldn't take any of my suggestions. Correct. #StartopiaFamilyFirst

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Date 1 done. Org chart filled in. My son is officially my boss. #StartopiaFamilyFirst

• Film the reaction, not the task. Let them finish, then capture.

• Page flat on table is a better photo than anything held up awkwardly.

• A 15-second video of them explaining what CEO means in their own words is worth more than a posed photo.

DATE 2

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We spent 40 minutes finding a problem worth solving tonight. He found one. It's real one. We've seen it happen. #StartopiaFamilyFirst

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She just explained her business problem in one sentence. Better than most pitch decks I've read. She's 11. #StartopiaFamilyFirst

@startopia-edu @gemsecducation

Date 2 done. The problem is real. The example is from her own life. (Just asked the questions. #StartopiaFamilyFirst

• Don't film the whole 40 minutes. Listen for the moment it clicks, then capture the result.

• Ask them to read their one-line summary to camera. It's the clearest 20-second video you'll get.

• The thinking pause is worth photographing. Don't interrupt it.

DATE 3

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Date 3 done. Five slides. A financial model. A logo. A pitch. My daughter built a company tonight. #StartopiaFamilyFirst

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She just did the maths and figured out her monthly revenue. Her reaction was better than anything I could have scripted. #StartopiaFamilyFirst

• Film the logo reveal horizontally so you get both face and drawing in the same shot.

• The practice pitch is often better than the official recording. Film it freely.

• A close-up photo of the hand-drawn logo on a flat surface makes a striking post.

FINAL STEP

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We submitted. All gates done. Video recorded. Whatever happens next, we built something together this week. That's enough. #StartopiaFamilyFirst

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He pressed record himself. He didn't want a second take. He was right. #StartopiaFamilyFirst

5-8 BONUS: TURN THE SKETCH INTO A REAL LOGO

Take a clear photo of the logo and drop it into Canva or Crello. Either tool can turn a hand-drawn sketch into a clean, professional logo in seconds. Type something like:

"This is my child's hand-drawn business logo. Can you turn it into a clean, professional version that keeps the same design and meaning?"

You can include the AI version alongside the hand-drawn original in your submission.

QUICK REFERENCE

DATE 1: ORG CHART

CECEKA MOMENT

Child writing their name as CEO

FAMILY MOMENT

Team name debate · Choosing advisory titles

DATE 2: PROBLEM STATEMENT

CECEKA MOMENT

Child reads one-line problem summary on camera

FAMILY MOMENT

The thinking pause · Parent asking, child writing

DATE 3 + PITCH

CECEKA MOMENT

Logo reveal + pitch recording

FAMILY MOMENT

The maths reaction · Practice pitch · Post-submit photo

THE GOLDEN RULES

1 Place them toward a window for natural light.

2 Film at eye level, crouch if you need to.

3 Capture the result, not the thinking.

4 15 to 30 seconds of video is plenty. Less is more.

5 Post after each gate, don't save it all for the end.

6 WhatsApp and family groups count just as much as Instagram.

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