

Most Explainer Videos *Fail Fast*

Most explainer videos fail before the first **10 seconds** are up.

- ✘ Not because the **product is bad**.
- ✘ Not because the **animation is cheap**.
- ✘ Because the **script was written by someone who already understood the product, for an audience that doesn't**.





KEEP THE SCRIPT UNDER 90 SECONDS

The discipline of a 90-second ceiling forces you to find the one story worth telling, not the seven you want to tell.



2. Open with the **problem**, not the product

The most common explainer mistake is spending the first 20 seconds on your company name, founding year, and mission statement.

Nobody asked.

Your viewer arrived with a problem. Or a sceptical investor forwarded them a link. Either way, the only question they're answering in the first five seconds is: **"is this for me?"**

Name the pain before you name the solution. If you're building AI-powered materials testing hardware, don't open with "we build AI-powered materials testing hardware." Open with: **"Most quality failures happen after the product ships. By then it's already too late."** Now the investor is leaning in, not checking their phone.

This applies to IR communications as much as sales. Retail shareholders don't understand your quantum sensing stack. They do understand: **"the current testing process takes six weeks and misses 40% of defects."** Start there.



3. Use a conversational voiceover tone



Corporate voiceover is a trust repellent. You know the sound: over-enunciated, oddly loud, slightly breathless, reads like a press release. Ajay singing very loudly audrius and lidia wearing industry protection headphones



Your viewer's brain registers formal language as a selling signal and immediately shifts into sceptical mode. A conversational tone, the kind that sounds like a smart colleague explaining something over a coffee, **keeps them listening as a person** rather than defending against a pitch.



Practical test: read your script aloud. If you'd never say a sentence in a normal conversation, cut it or rewrite it. Phrases like "industry-leading solution" and "next-generation platform" are voiceover filler. They take up clock time and carry no information.

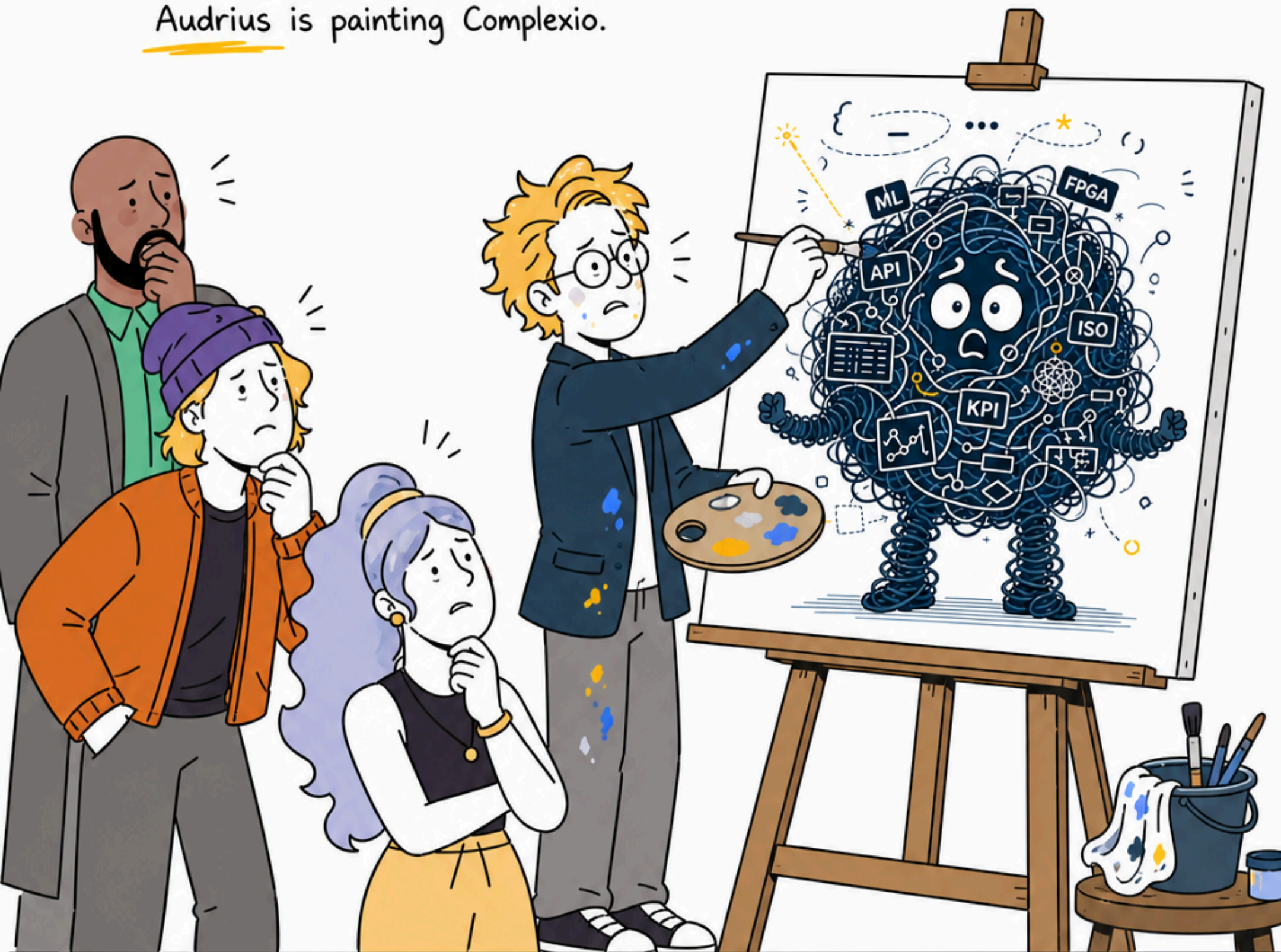


For investor-facing content especially, a **measured, unhurried tone** reads as **confidence**. Rushed urgency reads as desperation. Record at a pace where the listener could repeat what they just heard, not just feel like they heard something important.



4. Pair every abstract concept with a concrete visual metaphor.

Audrius is painting Complexio.



This is where most technically precise founders resist, and where most explainers break down.



An abstract concept on screen, explained with abstract language, compresses into nothing. The viewer nods, watches to the end, then can't explain what they saw. That's not comprehension. That's attendance.



Every technical idea needs a visual anchor. Federated learning doesn't land as a diagram with arrows. It lands as: "imagine 1,000 hospitals each teaching their own doctor, and then the doctors compare notes without sharing patient files." The diagram illustrates the metaphor. The metaphor creates the understanding.



Your visual team should be working from a script that has the metaphor written in, not inventing one during storyboard. If the metaphor isn't in the script, it won't be in the video.

5. End with **one** clear takeaway, **not five**



Cognitive overload is the silent killer of otherwise good explainer videos. A viewer who has absorbed three ideas, two statistics, and a company origin story arrives at your CTA with **nothing left to act on**.



Decide the **single thing** you want your viewer to believe after watching. **Just one.** Everything else in the video is scaffolding that leads to that belief.



For a **fundraising** context:
"this company has solved the problem that makes the existing market approach untenable."

For a **sales** context:
"I should book a conversation before our competitor does."



Your CTA should follow naturally from that belief, not bolt onto the end of a video that said six different things. **One belief, one action, one ask.**



6. Write the script before you brief the animator

This sounds obvious.
It's violated constantly.



Animators work from visual prompts. When a script is vague, the animation fills in the gaps with whatever looks good: floating icons, generic cityscapes, abstract network nodes. The visual becomes **decorative rather than explanatory**, and decoration doesn't close deals.



The script must be **locked** before any frame is designed. Not first-draft locked. Locked in the sense that every sentence has been tested aloud, every claim has been checked for accuracy, and every visual direction has been identified. Your animator should be **solving a specific visual problem for each line**, not making aesthetic choices in a vacuum.



If the script changes after animation has started, the **video starts over**. That's the expensive version of this lesson.



7. Design for mute-watching from day one

Ajay, Lidia and Jaxon closed their ears



8. Prove the claim, don't state it

Every explainer video contains claims the viewer hasn't decided to believe yet. The difference between one that converts and one that doesn't is whether those claims are **backed by something concrete**.

"Faster" means nothing. "**From 6 weeks to 4 days**" means something. "More accurate" is ignored. "**Misses 3% of defects versus 34% for the current standard**" is remembered (these are illustrative figures — the principle holds whatever your real numbers are).

This applies to investor communications acutely. Retail shareholders and generalist fund managers are evaluating credibility as much as content. Vague claims register as marketing.

Specific claims register as evidence.

Your script should **flag every comparative** or superlative and **force a substitution**: if you can't replace "better" with a specific number or example, the claim gets cut.



9. Match the **tone** to the decision you want the viewer to make

Not all explainer videos are trying to get the same response. The production decisions that work for a top-of-funnel awareness video will undermine a pre-close investor communications piece.



