



Michael Abraham

Special Thanks to Fabian Veit and Patrick Rees, the  
Founders of Techletix



# The Premise

- When Two Worlds Collide
  - Collaboration
  - Business World Needs Advertisement and Content Creators
  - Enter Fabian and Patrick

TECHLETI X



# The Perfect Match

- Discovered my passion
- Challenging Material
- New Connections



# The Process

- Training
- Storyboard meetings
- Contacted Rowdies
- Modeling and Prototyping
- Practice Shoot 1: Failure
- Practice Shoot 2: Much Better
- Final Shoot: Rowdies Stadium 1
- Final Shoot: Rowdies Stadium 2
- Editing and Post Production



# Takeaways

- Not Easy
  - Takes Time, demands quality
- Need a Longer Lens for sports photography
- Tons of Video produced for a short result
  - Can be frustrating
- Trust the Process
- Have Fun!