

Demo Day Prep

Agenda

00

01

Demo Day Presentation

02

Demo Video

03

Project Work Time

00

Demo Day (Dec.10) Presentation

**Dec. 10 demo: including set-up time, you have
6 minutes (3-4 person groups)
4 minutes (1-2 person groups)**

I use a countdown timer that starts ticking when you step up to the podium, not when you start presenting

Three Principles of a Great Demo

Value First

- Why does your app exist?
What's new or unique about it?

Connect with Your Audience

- Who are we pitching to?
What do they care about?

Practice, Practice, Practice

- Have done a full run through?
Have we rehearsed our story?

Demo Steps

1. **You have 6 minutes including set-up time**
 - + **1-2 person groups: 4 minutes**
2. **Introduce** each team member by name
3. **Pitch** your app idea to the audience
 - + **Focus** on what problem is solved and how
4. **Demonstrate** the core functionality of your app
 - + **Present** your demo as a story
5. **Discuss** next steps for your app
 - + **Include** what features you'd like to add

Make the Demo Smooth and Interesting

- * **Create** plenty of sample data for users to **show off different features** of your app
- * **Clearly explain** each **action** you take right **before you perform it**
- * **Use short passwords** to demonstrate **login flow** without delays

Tell a Story

- * **Clearly** and **succinctly describe** the product and problem it solves
- * **Rehearse** the narrative of your app
- * **Pick named characters** as users to help the audience relate to your app

Tips



Be **careful** about making **code changes** before the demo



Decide if you want to **present one or two phone screens** at once



Test your setup **before** the event

01

Demo Day Practice Video
Due Nov. 25 on CodePath

Guidelines



Length: 2 - 4 minutes



Audience: user



Focus: highlight problem solved & key features

Step 1: Plan

- * **Decide** on the user stories you want to walk through
- * **Create** a demo account in advance if populated data make sense
- * **Make** a note of issues for transparency
- * **Plan** for realistic user input, rather than typing things like “test” into fields

Step 2: Film

- * **Narrate** with “the user” rather than “I” or “you”
- * **Use** an upbeat and interested tone of voice
- * **Complete** recording in one long take, if possible
 - You can edit out pauses or mistakes later
- * **Narrate** everything the user does before you do it
- * **Depict** scenes from an actual user

Step 3: Edit

- * **Use** iMovie or another video editor to remove pauses and mistakes
- * **Keep** editing light; avoid making it obvious the video was edited
- * **Optionally speed up** sections with typing
 - Avoid speeding up any sections where you are speaking
- * **Be creative!**
 - Add music
 - Add testimonial snippets
- * **Play** for your friends and family
 - Are they engaged or falling asleep?
- * **Optionally compress** your video using a software like Handbrake

Step 4: Upload

- * **Share** your video with the CodePath community!
- * **Upload** your video to YouTube and choose the visibility permissions
 - Unlisted allows only those with the link to view
- * **Add** your video link to your Group Info Form

02

Project Work Time

Final Project Milestone

- * **Complete and turn in:**

- **Updated status of issues** in Project Board
- **Completed user stories** checked off in README
- **Build progress GIFs** added to README
- **Demo Day prep video** linked in README