

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