

idsideAI Demo Script v4.1 — Step-by-Step Guide

Pre-Demo Setup (5 minutes before)

Technical Preparation

- ☐ Open idsideAI platform in browser
- ☐ Ensure stable internet connection
- ☐ Test AI provider connections (GPT, Claude, Gemini)
- ☐ Prepare demo scenario data
- ☐ Clear any previous demo artifacts
- ☐ Have backup screenshots ready

Demo Scenario Setup

Decision: "Should our startup hire a senior marketing manager?" **Context:** Series A funded startup, 25 employees, £2M ARR **Timeline:** Need decision within 2 weeks
Stakeholders: CEO, CTO, Head of Sales

Demo Script (15-20 minutes)

Opening (2 minutes)

"Welcome everyone. Today I'm going to show you how idsideAI transforms the way we make AI-assisted decisions. Instead of having fragmented conversations across multiple AI tools, we're going to create a reusable Decision Model that captures our entire decision-making process."

"Let's tackle a real business decision: Should our startup hire a senior marketing manager? This is the kind of complex decision that involves multiple factors, stakeholder input, and long-term implications."

Step 1: Starting the Decision (3 minutes)

Action: Click "New Decision" button

"First, I'll create a new decision in idsideAI. Notice how clean and intuitive the interface is."

Action: Type the decision title: "Hire Senior Marketing Manager?"

"I'm starting with a clear decision statement. idsideAI automatically creates our first Decision node."

Action: Point to the blue hexagon that appears

"This blue hexagon represents our core decision. Now let's explore our options."

Step 2: AI Orchestration (4 minutes)

Action: Click "Ask AI" and type: "What are the pros and cons of hiring a senior marketing manager for a Series A startup with £2M ARR?"

"Watch what happens when I ask this question. idsideAI is orchestrating multiple AI models behind the scenes."

Action: Show the AI provider selection and response

"Notice how idsideAI chose GPT-4 for this strategic question, but I could override that choice. The response is being automatically structured into our Decision Graph."

Action: Point to new nodes appearing

"See how the AI's response is being broken down into Option nodes - the blue rounded rectangles. We're getting 'Hire Now' and 'Wait 6 Months' as our main options."

Step 3: Building the Decision Graph (5 minutes)

Action: Click on "Hire Now" option to expand

"Let me dive deeper into the 'Hire Now' option. I'll ask for specific evidence."

Action: Type: "What evidence supports hiring a marketing manager now? Include specific metrics and benchmarks."

"Watch as idsideAI creates Evidence nodes - these green circles with confidence rings."

Action: Point to evidence nodes appearing

"Each piece of evidence gets a confidence score. This one shows '75% confidence' based on industry benchmarks. The sources are automatically captured for audit purposes."

Action: Add a risk assessment

"Now let's identify risks. I'll ask: 'What are the main risks of hiring a senior marketing manager right now?'"

Action: Show risk nodes appearing in amber

"These amber oval nodes represent risks with severity indicators. 'Budget strain' is marked as 'High severity' while 'Cultural fit' is 'Medium severity.'"

Step 4: Collaborative Features (3 minutes)

Action: Click "Invite Collaborators"

"In a real scenario, I'd invite our CEO, CTO, and Head of Sales to collaborate on this decision. They can add their own evidence, comment on options, and contribute to the decision-making process."

Action: Show comment feature

"Team members can leave comments on any node. Here's where our Head of Sales might add: 'We need marketing support for the enterprise push.'"

Action: Demonstrate real-time updates

"All changes happen in real-time. Everyone sees the decision evolve as we build consensus."

Step 5: Decision Model Creation (2 minutes)

Action: Click "Save as Decision Model"

"Now comes the magic. I'm saving this entire decision process as a reusable Decision Model."

Action: Add title and tags

"I'll call it 'Startup Hiring Decision Framework' and tag it with 'hiring,' 'marketing,' and 'growth.'"

Action: Set sharing permissions

"I can keep this private, share with my team, or make it public for other startups to learn from."

Step 6: The Power of Reuse (2 minutes)

Action: Navigate to Decision Model library

"Here's my Decision Model library. Next time we need to make a similar hiring decision - maybe for a sales manager or engineer - I can reuse this framework."

Action: Click "Use Template" on the saved model

"Watch how the entire decision structure is recreated, but I can modify the inputs for the new role. The logic is preserved, but the content is fresh."

Step 7: Enterprise Features (2 minutes)

Action: Click "Why Export"

"For compliance and documentation, idsideAI can generate a narrative explanation of our decision."

Action: Show generated PDF

"This creates an audit-ready document that explains our reasoning, includes all evidence sources, and shows how we reached our conclusion. Perfect for board meetings or regulatory requirements."

Action: Show Compare mode

"We can also compare different versions of our decision to see how our thinking evolved over time."

Demo Wrap-up (3 minutes)

Key Takeaways

"What you've just seen is the future of AI-assisted decision making:"

1. "Instead of fragmented AI conversations, we created a structured Decision Model"
2. "Multiple AI providers worked together seamlessly"
3. "Our decision logic is now reusable for future hiring decisions"
4. "We have complete audit trails for compliance"
5. "Team collaboration happens in real-time with full transparency"

Business Impact

"This transforms how organizations make decisions:" - **Faster:** Reuse proven decision frameworks - **Better:** Learn from past decisions and outcomes - **Compliant:** Complete audit trails and documentation - **Collaborative:** Teams align on decision logic

Call to Action

"Ready to transform your decision making? You can start using idsideAI today:" - **Free plan:** 20 AI requests per day - **Pro plan:** £2.50/month for unlimited personal use - **Team plans:** Starting at £4.99/user/month

"Any questions about what you've seen?"

Q&A Preparation

Common Questions & Answers

Q: "How does this compare to just using ChatGPT directly?" A: "ChatGPT gives you one conversation that disappears. idsideAI captures the decision logic, makes it reusable, enables team collaboration, and provides audit trails. It's the difference between a single conversation and institutional knowledge."

Q: "What if the AI makes wrong recommendations?" A: "idsideAI doesn't make decisions for you - it helps you structure your decision-making process. You control the logic, evaluate the evidence, and make the final choice. The AI provides information and analysis, but human judgment drives the decision."

Q: "How secure is our decision data?" A: "Enterprise-grade security with encryption at rest and in transit. Your decision data stays private unless you choose to share it. We're SOC 2 compliant and working toward additional certifications."

Q: "Can this integrate with our existing tools?" A: "Yes, we have APIs for integration with popular business tools. We can also export Decision Models to various formats for use in other systems."

Q: "What's the learning curve for our team?" A: "Most users are productive within 30 minutes. The interface is intuitive, and we provide comprehensive onboarding. Teams typically see value from day one."

Technical Backup Plans

If Demo Fails

1. **Use pre-recorded screen capture** (have ready)
2. **Show static screenshots** of key features
3. **Walk through the Decision Graph** using prepared examples
4. **Focus on business value** rather than technical features

If AI Providers Are Slow

1. **Use cached responses** from previous demo runs
2. **Explain the orchestration concept** without live demonstration
3. **Show the Decision Graph building** with pre-populated data

If Internet Connection Issues

1. **Switch to offline presentation** mode
 2. **Use prepared screenshots** and mockups
 3. **Focus on strategic value** and business case
 4. **Schedule follow-up demo** when technical issues resolved
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Post-Demo Follow-up

Immediate Actions

- ☐ Send demo recording to attendees
- ☐ Provide trial access credentials
- ☐ Schedule follow-up calls with interested prospects
- ☐ Send additional resources and case studies

Success Metrics

- **Engagement:** Questions asked during demo
 - **Interest:** Requests for trial access
 - **Follow-up:** Scheduled next meetings
 - **Conversion:** Sign-ups within 48 hours
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Demo Success Criteria: ☒ Clear understanding of Decision Models concept ☒
Appreciation for AI orchestration value ☒ Recognition of enterprise compliance
benefits ☒ Interest in trial or further discussion ☒ Specific next steps identified

Remember: The goal is not just to show features, but to demonstrate how idsideAI transforms decision-making from fragmented AI conversations into structured, reusable institutional knowledge.