**Activity Space (Product Demo and Pitch)**

**Activity 1:**

* What’s the difference between a Product Demo and a Product Pitch?

**Activity 2:**

* *In groups, go through the following videos/ slides and discuss if it is a product demo or pitch.*

**LinkedIn**

<https://assets-global.website-files.com/5c95482ae450bb546076fb69/5d124f50913e41a1e1e792b4_Linkedin%20Pitch%20Deck.pdf>

**PapayaPods**

<https://www.youtube.com/watch?v=MWwLzTS41hY>

(11.52-17:00)

**Drop Stop**

<https://www.youtube.com/watch?v=VWc23x6Noac>

until 2.00 min only

**Hello Doctor**

<https://www.youtube.com/watch?v=IHfeNZoH19o>

**BPMpro**

<https://www.youtube.com/watch?v=9_NmbbNTVwg>

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| Discuss:   1. What is the slide deck / video about? 2. Is it a product pitch or a demo? 3. What rhetorical appeal(s) did it go for?   Ethos, Logos, and Pathos for Persuasion |

**Group 1 (Jun Lim, Tai, Haofeng, Alan)**

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|  | 1. **Summary of Product** | 1. **Pitch or Demo or both?** | 1. **Rhetorical appeal**   *(Logos - logic; Pathos - emotions, Ethos - credibility)* |
| **LinkedIn** | A professional social networking site for business people to connect and interact with each other. | Pitch | Ethos and Logos  Ethos – comparing themselves with pre-existing successful companies  Logos – give reasoning by logic |
| **PapayaPods** | An online platform to help landlords to manage their leases at various geo-locations from a centralized website. Supposed to be an all-in-one application to manage from the time a landlord offers a place for rent to the time when the tenant is leaving the place. | Pitch | A mix of Logos and Pathos    Pathos – storytelling / letting the target users (landlords) visualize the common scenarios they usually face and provide a solution.  Logos – Using statistics to emphasise the importance of having efficient transactions between landlords and tenants |
| **Drop Stop** | A device used to fill the gap between the driver's seat and the console to prevent things from dropping inside. | Pitch | A mix of pathos and logos  Pathos – Attempts to relate to the problems drivers face when they drop items in the gap of the seats of vehicle.  Logos – Explains the effectiveness of the product in preventing the issue from arising. (e.g., one size fit product for any type of vehicle seat) |
| **Hello Doctor** | Medical record management software which can be used to view all the past reports/lab test results. Certain unfamiliar medical terms are also explained in the application. | Demo + pitch | Pathos – giving a relatable scenario for the listeners (husband story, and usual common scenario of carrying tons of documents around to the doctors)  Logos – logically explains the product’s use as a replacement of documents in binder folders, and how this will enable users to readily access the materials without too much time spent on searching for them |
| **BPMpro** | A wearable gadget to help physiotherapists track their patients’ health status over time. These data can then be visualised on a dashboard for both the therapist and patient to see and analyse the data. | Pitch + demo | Logos – Explains how the product aids the physiotherapist in having tangible measurements of the patient’s health status, which can effectively help them track the patient’s progress. |

**Group 2 (Musfirah, Daryl, Shyun, Tuan)**

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| --- | --- | --- | --- |
|  | 1. **Summary of Product** | 1. **Pitch or Demo or both?** | 1. **Rhetorical appeal**   *(Logos - logic; Pathos - emotions, Ethos - credibility)* |
| **LinkedIn** | A professional people search. A trusted way for people to find and transact with each other. | Pitch | Ethos (comparisons with big companies)  Logos (use of statistics and logic) |
| **PapayaPods** | Manage entire rental journey digitally in one place. | Pitch | Pathos (landlord’s pain of renting an apartment)  Logos (statistics)  Ethos (PapayaPods plans on capturing revenue?) |
| **Drop Stop** | It blocks the gap between car seats to stop stuffs from falling into them | Demo | Pathos (trying to be relatable – drop food in between cracks)  Logos (make sense to work with me, shows how actual product work) |
| **Hello Doctor** | Walk into doctor office with a tablet. Manage medical records. Help to generate graphs for records and allows people to take notes about their questions. | Demo + Pitch | Pathos (storytelling, chemotherapy all)  Logos (kept mentioning just 2 taps to show how it is easier than a binder) |
| **BPMpro** | Body performance measurement. Monitoring tool for physiotherapists to track and monitor patients. | Demo | Pathos (how hard for other physios to keep track)  Ethos - (safety of product, encryption, also shows that the product work on hand) |

**Group 3 (Anvitha, Haziq, Yu Zhong, Isaac)**

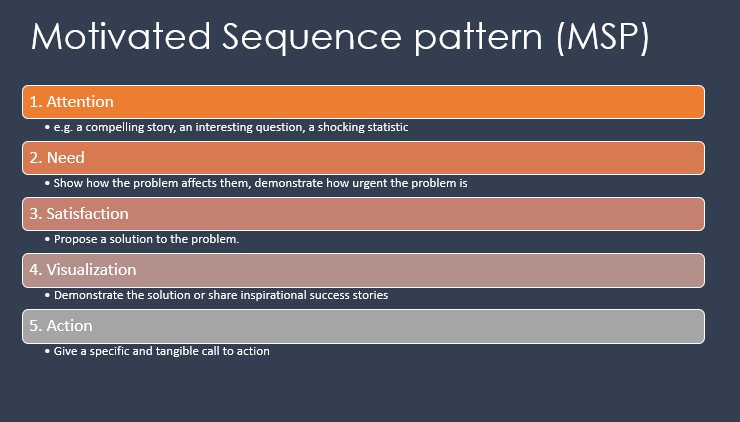
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| --- | --- | --- | --- |
|  | 1. **Summary of Product** | 1. **Pitch or Demo or both?** | 1. **Rhetorical appeal**   *(Logos - logic; Pathos - emotions, Ethos - credibility)* |
| **LinkedIn** | A site for professionals to network with one another. | pitch | Ethos (showcases other successful ventures and data such as the sue of big name brands to build credibility)  Logos(Using a lot of data as support evidence to rationalise their choice) |
| **PapayaPods** | Platform for all rental/landlord related processes. Seamless end to end buzzwords | Both (more of a pitch since he briefly goes over the features) | Pathos (Relates to the needs of a tenant)  Logos (Reasons with logic)  Ethos (Goes over the achievements of the app so far since launch) |
| **Drop Stop** | An item to prevent small items from dropping into the gap between the driver’s car seat and the center console | Both | Pathos (appeal to different scenario when drivers drop their item--> ‘save lives’ argument)  Logos(Shows how to use the actual product) |
| **Hello Doctor** | A tablet which replaces the binder furing doctor appoints and makes medical records accessible for family members of those receiving treatment | Both  Last part pitch, middle part mostly product demo | Pathos(Relates to people who have relatives)  Logos(Goes through the app features to reason through logic) |
| **BPMpro** | Body performing Measurement used for physiotherapists to track their patients | Demo |  |

**Group 4 (Edward, Wraine, Sharif, Emily)**

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| --- | --- | --- | --- |
|  | 1. **Summary of Product** | 1. **Pitch or Demo or Both?** | 1. **Rhetorical appeal**   *(Logos - logic; Pathos - emotions, Ethos - credibility)* |
| **LinkedIn** | Trying to sell Linkedin premium services.  LinkedIn provides services for professionals and businesses to expand their network. | Pitch | Ethos   * By providing stats from other companies, reduces bias and shows audience that evidence provided is reliable   Logos   * A lot of statistics and figures to support their points |
| **PapayaPods** | Digital Platform that allows landlords to find potential tenants and manage rentals through the whole lifetime. | Pitch | Pathos   * Begins with examples of issues a landlord goes through when trying to find a tenant and maintaining large number of rental properties.   Ethos   * Showed revenue and support gained in the past implying credibility   Logos   * Provided stats on revenue |
| **Drop Stop** | A device that helps prevent unwanted items getting into the gaps between seats in the car. | Pitch and Demo | Pathos   * Relates to all the inconvenience and problems of what the user experience * Engages with the audience |
| **Hello Doctor** | A software that manages all your health data and records. | Pitch and Demo | Pathos   * Relates to the pain of having to carry or flip through a lot of documents to find medical records.   Logos   * Shows the logical flow and reasoning of the product. |
| **BPMpro** | A device for physicians to collect objective data on how their patients are feeling | Pitch | Logos   * Shows the logical reasoning for having an objective test for physios to use |

**Group 5 (Braden, Jun Leong, Tianai, Wei Li is coming!)**

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| --- | --- | --- | --- |
|  | 1. **Summary of Product** | 1. **Pitch or Demo or Both?** | 1. **Rhetorical appeal**   *(Logos - logic; Pathos - emotions, Ethos - credibility)* |
| **LinkedIn** | Reliable, trusted and easier way to find talent online (what lies) | Pitch | Ethos (figures from PWC, Goldman, comparison with other companies)  Logos (figures/ shows benefits to the user) |
| **PapayaPods** | All in one digital platform for landlords to manage their contracts with their tenants. | Pitch (shows stats and achievements)  Demo (shows how product is used) | Pathos (at the beginning, telling a story about renting an apartment, tried to empathize with the target user. “imagine what it’s like for the landlord”  Ethos – credibility (progress using statistics; team)  Logos – statistics/ explanations |
| **Drop Stop** | Spongey thingy to prevent dropping stuff through the gap between the car seat and the center console | Both  Pitch – Want the Sharks to fund them with the 15% stake in the company.  Demo – There is a live demonstration with the car seat in front of the sharks. | Pathos (relate the problem to the users, and tried to interact with them)  Lively lighthearted pitch to interest investors in their product first, make them question the viability of it, and then surprise them with the actual financials and viability of business  Ethos, Logos (talks about the sales and revenue, validating their product) |
| **Hello Doctor** | Digitalized repository of all one’s medical records, accessible from a mobile device. | Demo followed by pitch | Pathos (personal story about her husband’s tumor and experience he faced consolidating a binder)  Ethos – showcasing the user flow with an actual working app, downloadable from app stores |
| **BPMpro** | BPMpro (Body Performance Management) is a device that provides 20 automated tests that records how the patient is progressing using software that tracks the data. The data can be shared between doctors so that they can have an objective view of the progress instead of asking how the patient is feeling | Both (Discusses the benefits, problems it solves and the use cases of BPMpro. There was also a section of the video that demonstrates with a patient). | Logos – Mentions the current situation in clinical practices regarding physiotherapy and relevant medical treatment that BPMpro attempts to solve  Ethos – Showcases a demostration live with a volunteer. Also shows the 3D avatar feature via the TV screen |



**Activity 3:**

*Read the following transcripts from PapayaPods and Hello Doctor and answer the following questions.*

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| 1. What do you think is the purpose of this presentation? 2. Who is/are their target audience? 3. Which elements in the Motivated Sequence Pattern are there?  * 1. ​​Attention ​​   + e.g. a compelling story, an interesting question, a shocking statistic) * 2. Need​​   + Show how the problem affects them, demonstrate how urgent the problem is * 3. Satisfaction ​​   + Propose a solution to the problem. * 4. Visualization   + ​​Demonstrate the solution or share inspirational success stories * 5. Action​   + Give a specific and tangible call to action |

**PapayaPods transcript**

<https://www.youtube.com/watch?v=MWwLzTS41hY>

(11.52-17:00)

1 I’m sure all of you have at some point in your life rented an apartment after relocating to a new city, so you know how painful the process is.

2 Now I’d like you to flip this around and imagine what it’s like for the landlord. You see, every time a landlord rents out a room, people believe their biggest pain point is finding a tenant. That’s actually just where the process begins. Landlords go through all these processes and they do this on multiple platforms, which results in completely decentralized communication. And at the end of the day, we’re in 2016, and believe it or not, people still do this with excel spreadsheets, printed out papers and scans. Now, the more rooms you have, these problems are magnified. And that’s where PapayaPods comes in.

3 We solve this issue by providing landlords with an intuitive and easy-to-use software that translates the entire rental journey digitally in one place.

4 To give you an example, you can communicate in real time with your prospective tenants. Once you’ve selected one that you like, you sign the contract online. No need to be together, you can do this remotely. Once the tenant arrives, you check them in. You have an application with which you can document the state of the apartment at the time of entry with photos, inventory checklists, and you’re able to take notes. Once your tenant’s living there, things break, and so what you can do as a tenant is you take a photo, write a small message, and send it up to your landlord, who knows exactly which apartment he’s talking about and which tenant. Rental payments – we will be processing these through our platform, which means it’s going to be possible to know exactly who’s paid and who hasn’t, and automate rental reminders and warnings. And last of all, when the tenant moves out – now this is the critical point here because normally, no one knows who has to pay for which damage. And so you compare the state of the apartment at the moment you move out with the inventory checkin one that you signed off on at the time of move in.

5 What we do for our landlords using our software is that we allow them to save time and money, and this means they can focus on providing an experience and a much better service to the tenants. Better tenants, less problems.

6 Now in terms of our market, 1.1 trillion euros are generated in rent revenue every single year in the states and Europe. Now the accessible markets, what property management companies and agencies have access to is worth 80 billion. 1% of this is the equivalent to 800 million revenues year on year potential. And PapayaPods plans on capturing this potential through a freemium business model.

7 Well, anyone with one room can rent this out and use PapayaPods for free. However, if you have multiple rooms, that’s where our value proposition really kicks in, and we have a per room per year subscription model.

8 We conceptualized and started development on PapayaPods this time last year, roughly. We launched the beta version, which is the free one, in mid April this year. We’ve grown by 68% month for month, and 5 weeks ago, we released the professional version, the first one of this. We have now got 100 paying rooms using this, 800 on the trial, and 3000 in the pipeline. And thanks to the Web Summit in the 2 days we’ve been here on our stand, we’ve increased our pipeline to 3000 rooms, ranging from potential clients all the way in Norway down to Capetown. We relocated our operations from Switzerland to Barcelona. I asked 7 people who had lived there for 6 years to pack up their bags and move to Barcelona to make this dream a reality. We’ve generated 100,000 francs in revenues. Our mobile app on iOS and Android is currently pending approval. And we’ve launched PapayaPods 1.0. We’ve done this with a burnrate of 15,000 euros and 9 highly motivated full-time employees.

9 We’re innovating a sector which has been rooted in tradition and remained stagnant for decades. No matter what, we’re going to make rental housing easier for landlords anywhere in the world.

10 My name is Alex Just, I’m the CEO of PapayaPods. Thank you.

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*Read the following transcripts from Hello Doctor and answer the following questions.*

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| 1. What do you think is the purpose of this presentation? 2. Who is/are their target audience? 3. Which elements in the Motivated Sequence Pattern are there?  * 1. ​​Attention ​​   + e.g. a compelling story, an interesting question, a shocking statistic) * 2. Need​​   + Show how the problem affects them, demonstrate how urgent the problem is * 3. Satisfaction ​​   + Propose a solution to the problem. * 4. Visualization   + ​​Demonstrate the solution or share inspirational success stories * 5. Action​   + Give a specific and tangible call to action |

**Hello Doctor transcript**

<https://www.youtube.com/watch?v=IHfeNZoH19o>

1 Hi everybody. My name is Mayan, and I’m the CEO of Hello Doctor.

2 Hello Doctor started from my own personal need. Four years ago, my partner was diagnosed with a brain tumour. He’s well and healthy today, but for two long years together, we struggled through surgeries, chemotherapy, radiation, and dozens of meetings with doctors. And in this process, I found myself collecting medical records from hospitals, labs, clinics, second opinions. Most of them I couldn’t even understand. And I did that using a very sophisticated tool called the Binder. And I wasn’t the only one. In every waiting room I sat and waited for the doctor, everybody around me was sitting with their binder.

3 There comes a time in all of our lives when we need to get more actively involved in our health, or the health of a loved one, but we just don’t have the right tools to do that today. So, after he got better, I gathered an amazing team who’s watching us in Israel right now, and a few months later, here we are. And this is Hello Doctor.

4 So from today on, when you’re going to walk into your doctor’s office, instead of walking in with that medical binder, you’re just going to walk in with your tablet. The first question that the doctor will ask you is what happened since the last time we met. So we will open up Hello Doctor, put in your password because all your information is always encrypted and secure, and you’ll just show him your previous test results. When you get to the blood test, he’s going to ask you “where’re the previous one from 6 months ago, 2 years ago, because I want to see changes over time.” So, instead of flipping through medical records from 6 months ago in your binder, you’ll be flipping up, and you can see all the previous test results according to the date, and get to each one of them in two taps. And when he’s going to ask you where are your genetics tests, or anything else which you didn’t expect, or you don’t even know if you have it or not, you’re just going to tap on the smart list, here on the left, and get to any medical record in just two taps.

5 Now, navigation is not the only thing that’s super easy in Hello Doctor. If you want to upload a record, you can just take a picture of it with your tablet the minute you get it from your doctor. Upload it from a digital format. And if you have a binder, you can just take the entire binder, put it in a feeder, scan it and that’s it. Our system will organize and tag everything for you on your tablet. This is how Hello Doctor helps patients manage and navigate between their medical records in real time when they’re talking to their doctor. And all these features are available on the app store starting today.

6 Our next stage will be to start helping you understand these medical records by digitizing all this information. So, for example, this will be the view of your cholesterol level on Hello Doctor in a few months. You’ll be able to see exactly what happened to you over time in a simple and comprehensive view, even if your blood tests came from multiple sources. If you get a test result that you don’t understand, you can just tap on it and see exactly what it means. And if you have a question, you can just make yourself a note on the medical record itself, so that you won’t forget what bothered you the next time you talk to the doctor, and resolve it.

7 Just imagine, what we can do with all this data, once we start closing feedback loops, and scale. We can show you exactly what other patients in your exact same condition, age and even health plan, are asking their doctor, and what kind of treatment options they choose to take. We can show you exactly what happened to your blood test when you started doing exercise or started taking your medication. And tons of other amazing things that will help you understand and regain control over your health.

8 So two last things. One, if you’re an active investor, we’ve just started our seed run, and all our details are up on AngelList. And two, if you know somebody that needs Hello Doctor, please, help them get rid of the binder.

9 Thank you for listening.

**Activity 4**

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| **Scenario A: OP2**  **Product Demo**  If your product is meant for businesses, organisations, or professionals, roleplay this scenario:   * Katrina Lee, whom you have recently met at an IT event, has called you to say that she has told her boss about your group’s project, and her boss has expressed interest in your software. Katrina has asked if you would be willing to do a product demo for her boss and perhaps other supervisors at her organization. This is a small set-up that is looking to upgrade their labour-intensive administrative processes but has a very limited budget, so they are very open to student projects (trials) that fit their needs. * Your team is excited about this opportunity to test your product with real users. |
| **Scenario B: OP2**  **Product Demo**  If your product is for students, roleplay this scenario:   * You have developed a product to address a challenge that students face. You are eager to test your product with real users. One of you either lives in a residential college or knows someone who does, and you have been given a slot to speak about your product. * Your aim is to get the NUS community (starting with these students) to use your product. |
| **Scenario: OP2**  **Product Pitch**  Your team is taking part in ***Pitch It! 2022***, a student project pitching competition in NUS. Winners will be awarded with the opportunity to be mentored by NUS Enterprise to further develop, evolve, and upscale their product. Prepare a pitch to sell your idea and product to potential mentors. |

In project groups, discuss what you need to do for OP2 by:

* Choosing Scenario, A or B for the Product Demo (A – for Businesses; B- for students)
* Conducting a Needs Analysis for the Product Demo and Product Pitch
* Deciding on the Type of Content that you would like to include for each presentation

**For your CS2113T Project software**

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| --- | --- |
| **Group 1** PRODUCT DEMO | PRODUCT PITCH |
| Scenario B - Students  Context – Semi-formal  Audience – Students living in RC  Purpose – To show how our features are able to meet their specific needs thus attracting them to use our product.  Type of content – Go more in-depth on our features and what it can achieve | Context – Formal  Audience – Judges and potential mentors, students specific to our product  Purpose – To attract mentors to help further develop the product. To promote our product to students  Type of content – Explain briefly the features and how they will help students with their studies. Explain how our product will gain traction with the students. Propose future improvements that would need more funding, how our product can be upscaled to a whole new level. Explain how our product is different from calendar’s to-do list (Maybe highlight main selling points of our product compared to a calendar app?) |
| **Group 2** PRODUCT DEMO | PRODUCT PITCH |
| Scenario B: Meant for students  Context – Semi - formal  Audience – students that exercise  Purpose - address a potential challenge that students of RC face. Students may have trouble managing their exercise time with all their busy schedules. | Context – Formal  Audience – NUS enterprise  Purpose – to sell our products and get potential mentors.  (Aspirations for your product)  Type of content:   1. Selling Point of the product 2. How the product will improve the students' lifestyle 3. Plans we have for product after version 2 e.g |
| **Group 3** PRODUCT DEMO | PRODUCT PITCH |
| Scenario A : Meant for Businesses and Orgs  Context : Semi-Formal  Audience: Clinic owners  Purpose: Showing how easy it is to use our product by showcasing the features and live demo. How its labour friendly at the same time effective.  Content: Live demo of key features` | Context: Pitching competition  Audience: NUS Enterprise mentors  Purpose: To show the vision and passion of the team that is building the product, and our future possible improvements. To convince mentors to come onto the journey to bring the product to the next step.  Type of content:  Explaining the reasons to use this product by showcasing the unique features and ease of use compared to other existing solutions. |
| **Group 4** PRODUCT DEMO | PRODUCT PITCH |
| Scenario A: Meant for businesses  Context: Semi-formal  Audience: Warehouse logistics owners/bosses  Purpose: Demonstrate the use of our product and show how it can help in warehouse management.  Type of content: Show how to use our product, as well as describe the various processes that are streamlined when using our product. | Context – Semi - Formal  Audience – NUS ENterprise Mentors  Purpose –  Get mentorship, potential investment opportunity, maybe prize money  Type of content -  Compare against current existing warehouse management solutions, show the potential of our product based on different categories such as ease-of-use, budget |

**Activity 5**

Based on your group discussion,

* What do you think goes into the Product Demo?
* What do you think goes into the Product Pitch?

**How to give a kick-a\*\* demo**

[**https://www.youtube.com/watch?v=Cxl\_3ANnE0A**](https://www.youtube.com/watch?v=Cxl_3ANnE0A)