MOBILE DEVELOPMENT

FINAL PROJECT PRESENTATION

William Martin
Head of Product, Floored

Travis Holt, Eric Holland
EIRs extraordinaire

LEARNING OBJECTIVES

‣ Write what you're going to say about your app at the final presentation.

‣ Prepare for the final presentation so you don't trip over your words.

‣ Deploy a standard template for product pitches that you can take with you beyond the class.

FINAL PROJECT SCHEDULE

‣ Class celebration (20 min) – Food, bubbly, drinks, general merriment.

‣ Presentations (150 min)

   ‣ 7.5 min each maximum

‣ Wrap-up (10 min)

‣ *There will be guests. Some from GA, some from outside. Please arrive on time and ready to go. No writing code. Show your support. If it isn't 100% done, that's ok. Just get the main workflow presentable!*

PRESENTATION SCRIPT

INTRODUCTION

‣ Hello, my name is YOUR NAME.

‣ My app is called, "APP NAME."

‣ *That's it.*

   ‣ *e.g. Hello, my name is William. My app is called Addimus.*

VALUE PROPOSITION: GUIDELINES

‣ Do NOT use startup-y technobabble.

‣ *e.g. "[APP NAME] is a social travel smartphone application that allows users to connect with likeminded people and find out places of interest around them."*

‣ http://skift.com/2013/08/12/the-most-cliched-travel-startup-pitches-of-2013/

‣ *Instead, start with who your users are.*

VALUE PROPOSITION: USERS

‣ Who are your users?

‣ Doesn't have to be clever. Just be straightforward:

> ‣ "Meditation fanatics"
>
> ‣ "People new to meditation"
>
> ‣ "People with chronic illnesses"
>
> ‣ "Young DINKs"
>
> ‣ "Bicycle owners"

‣ *If you can be more specific, that's generally better.*

VALUE PROPOSITION: PARADIGM

‣ Pick a value paradigm:

  ‣ *Empowerment paradigm*

    ‣ [APP NAME] empowers (or enables) my [YOUR USERS] to do something they couldn't do before, but need (or want) to do.

  ‣ *Problem/Solution paradigm*

    ‣ I'm solving a problem that [YOUR USERS] have, but it is often difficult|impossible|tedious for them to X. [APP NAME] makes that easier|cheaper|faster by Y.

VALUE PROPOSITION: STATEMENT

‣ Put it all together:

> ‣ *"Addimus helps people who live paycheck-to-paycheck gain control over their finances by enabling them to decide <u>when</u> to buy things they need as well as <u>how much</u> they need."*

WALKTHROUGH

‣ Walk them through the primary experience.

‣ Don't talk about *how* you did anything.

‣ Tell a story or narrative. Use a name if you have to.

> ‣ *Janet lives paycheck-to-paycheck. She's a recent college grad who has student loans due. She's trying to make a decision about whether and when to buy a plane ticket home to see her family's new puppy. She's afraid her checking account will be in the red later if she buys the ticket today… The first thing she does is open Addimus and look at her "projected cash forecast…" She sees…*

TECHICAL / WHAT YOU LEARNED

‣ Then tell the crowd the most difficult thing you had to overcome to make the app work.

‣ You can also talk about the most interesting you learned.

NEXT STEPS

‣ Tell the audience what you want to do next.

    ‣ *Finish the Facebook login functionality and submit to the app store.*

    ‣ *Test my app with [YOUR USERS] and refine X feature.*

    ‣ *Make a case to some investors.*

    ‣ *Hire a designer to refine my UI.*

TIPS

‣ Rehearse the app!

‣ Decide whether you want to present in the simulator or an iPhone. We'll have an adapter for the latter case.

‣ Optional slides in PDF or Keynote form.

‣ Don't push code the minute before you go up to the stage!

‣ Don't apologize! Leave anything undone to the "Next Steps" section.

ANY QUESTIONS?