Presentation

* 3-5 minutes long
* Each team member must present something
* Focused on providing a concise summary / presentation of each of the other three items below
* You should show off your alpha in working form
* You may use slides if you wish, but they’re not required
* While perfection isn’t the goal here, you should be clearly rehearsed

**Alpha**

* Make something—anything—work on the platform you’re developing for— HoloLens, iPhone, Echo Show, web, etc.
* We’re looking for proof that you can make stuff work with the platform you’ve been assigned
* Your alpha will be evaluated during your presentation; no other submission is necessary

**Exploratory Research**

* A comprehensive presentation of your group’s learning for this project so far
* It should be 2 things: 1) a primer (introductory reader) about your client/tech and 2) a glimpse into the sources that have informed your thinking about your project
* For 2) above, specifically consider what has informed your thinking or approach with your tech; have you looked at other products? What did you like? Where do you want to improve? Inspiration? Etc?
* For all of this, be sure to cite sources with links and to set off direct quotes with quotation marks
* Your doc should be relatively polished in terms of grammar, formatting, etc.
* Submit your project plan as a single PDF (one per group, not per student) in [this Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgRXpxUHZrb0pGR1k?resourcekey=0-s_Su_bX8dZj3VAOv-nBB2w&usp=sharing)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_Exploratory Research
  + Unacceptable Example: Exploratory Research 9.10

[**Project Plan**](https://www.canva.com/design/DAGc_J0vuRs/jArSvAy9fgRj8BFSDBQhlg/edit?utm_content=DAGc_J0vuRs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) **(Maggie)**

* Using slides
* Start with final deliverables and work backwards step by step for each one
* We’re looking for evidence that you’ve thought critically about each step of each process
* Think about what your greatest challenges / largest potential roadblocks will be and how you’ll be starting work immediately to tackle them.
* Consider reach / main / safety goals: what happens if everything goes better than expected, where you think you’ll land, and your minimum deliverable if everything hits the fan.
* Put all of these tasks into your calendar
* Submit your project plan as a PDF in [this Google Drive Folder](https://drive.google.com/drive/folders/0B2Mrbw6_FtFgVVhHb25zeU5HODg?resourcekey=0-1duI80_un1VW2vi3GnBmuA)
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**PR/FAQ (Kati)**

* You’ll write a one-page press release and an accompanying FAQ written to be shared a bit after the successful release of your (future) final product.
* For the press release, write “an internal press release announcing [your] finished product… ‘centered around the customer problem, how current solutions (internal or external) fail[ed], and how the new product [blew] away existing solutions.'”
* The following outline might help:
  + Heading — Name the product in a way the reader (i.e. your target customers) will understand. **Ling-GO**
  + Sub-Heading — Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
  + Summary — Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
  + Problem — Describe the problem your product solves.
  + Solution — Describe how your product elegantly solves the problem.
  + Quote from You — A quote from a spokesperson in your company.
  + How to Get Started — Describe how easy it is to get started.
  + Customer Quote — Provide a quote from a hypothetical customer that describes how they experienced the benefit.
  + Closing and Call to Action — Wrap it up and give pointers where the reader should go next.
* Other guidelines: be concise and avoid jargon.
* For the FAQs, aim for two or more pages of “frequently asked questions that customers can be anticipated to have about the offering, and their straightforward answers.”
* Read more about Amazon’s PR/FAQs [here](https://medium.com/bluesoft-labs/try-an-internal-press-release-before-starting-new-products-867703682934), [here](http://the-amazon-way.com/blog/amazon-future-press-release/), and [here](https://www.forbes.com/sites/innovatorsdna/2017/08/08/how-does-amazon-stay-at-day-one/#366215757e4d) (quotes above sourced from these articles).
* Submit your project plan as a PDF in [this Google Drive Folder](https://drive.google.com/drive/folders/1JMTX8IojtqsaDPVmfJhgpcQCus-TG77r?usp=sharing)
* Use the following naming convention: Project Name\_Deliverable Name
  + Acceptable Example: Travlr\_Exploratory Research
  + Unacceptable Example: Exploratory Research 9.10

**Presentation**

* 5 minute limit
* Highlights on all deliverables
* Don’t speak to project plan in presentation
* **INCLUDE**
  + 30-40sec overview of what our project pitch is and why people should care
  + Exploratory research
    - What impacted how you will proceed going forward
    - Revelation about our target audience
  + Alpha
    - How they grade the alpha is how they see it in the presentation
    - Don’t apologize (highlight) for what’s not in the product/project (and we are excited to further develop this product by adding …)
    - He loves a live demo
  + PR/FAQ
    - Pick a couple things that are interesting to help audience understand what we’re building

**Practice the presentation 3 times, with everybody, LIVE (computer or in-person)!!**

**Create a bitly account and set a custom backhalf for the presentation!!**

John said to include a end-of-presentation cue statement so here it is

Include

* Big pictures (1 photo per slide; make it big and you can click to another slide)
* Rule of thumb: no more than 20 words per slide (maybe a title, an outline/quote, etc.)