**Checkpoint #4**

**0. Stage presentation beta**

* An engaging, general-audience-focused overview on the why, what, and how of your project
* You can be as direct or as creative in your presentation as you’d like
* Up to five minutes long
* Any combination of team members may present
* Slides should be polished and leverage a true presentation format (Keynote, Google Slides, etc.)
* Content, delivery, technical transitions, etc. should all be thoroughly rehearsed

Why, what, how of the project

Why Locus?

Offers an immersive experience through VisionOs to develop fluency in language learning —---- our research, how many of you have had to take language learning classes, how many of you have retained most of that information, research shows experiential learning helps a lot, immersive practice leads to language fluency

What is Locus?

Locus seeks to bring the immersive experience to you and help people retain language

App for the Apple Vision Pro that allows you to participate in real world conversations in many different environments.

How does Locus work?

Explain what apple vision pro is

Utilizes generative ai that allows you to practice, EXPLAIN GEN AI

**1. 1.1**

* If your 1.0 was a minimum viable product, it’s time to make your product a little less minimum and a little more viable
* Major bug fixes and aesthetic improvements, along with a small (2-4 items) handful of additional features should be your focus
* Again, post your project files to your website in a recreate-able format

**2. Launch / handoff / social deliverables**

* Get everything ready to actually launch or handoff your product (or at least pretend like you are ?)
* If you’re submitting to an App Store, prepare all necessary materials (App Store descriptions, screenshots, support pages, etc.) and coordinate with your mentor to begin this process. (If you’re submitting to the Apple App Store, [check out this guide](https://nmi.cool/capstone/preparing-for-the-app-store/) to get started.)
* If your project is client-based, create all necessary documentation to handoff the project to your client (if passwords/sensitive info need to be included in this doc, consult with your instructor about how best to share with client)
* If neither of the above, prepare your choice of promo materials—a landing page, a Mailchimp campaign, brief social campaigns, etc.
* Collect all these efforts on your website
* Talk as though we’re launching but like don't tell them to go to the app store, talk about the performance but you don't have to talk about the actual launch
* Create app store submission materials and assets