



# PROJECT “DEMO” GUIDE

*OCTOBER 2-3, 2021*

This guide is intended for participants of the **NASA International Space Apps Challenge 2021**. The instructions contained in this document require users to be signed up and registered for this specific event at [spaceappschallenge.org](https://spaceappschallenge.org).

## FOR MORE INFORMATION:

If you have questions that are not addressed in this guide or in the other guides located on the Resources page ([spaceappschallenge.org/resources](https://spaceappschallenge.org/resources)), contact the Global Organizing (GO) Team at [info@spaceappschallenge.org](mailto:info@spaceappschallenge.org).

For technical assistance with any of the content in this document, email [web@spaceappschallenge.org](mailto:web@spaceappschallenge.org) with a specific description of your problem.

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## HOW TO DEVELOP A WINNING PITCH

Every team, whether you are working individually or with teammates, will need to create a project page on [spaceappschallenge.org](https://spaceappschallenge.org) to describe your work. All teams will be answering the same set of questions in relation to their projects.

One requirement for project submissions to be eligible for Global and Executive Judging is to provide a "Demo" of your project. Project "Demos" must be submitted by sharing a public link to either a deck of up to seven slides or a video that is no longer than 30 seconds.

The Project "Demo" is an important aspect of your project. It is often the first thing judges review when evaluating projects. We recommend devoting time and resources to developing your "Demo" by building a great story with strong visuals. Be sure to recruit team members with expertise in storytelling, design, and other skills to help document your project and share the value of your solution!

In this guide we will provide suggestions for how to develop a strong Project "Demo" to support your project submission. For more information on project submission and judging/awards, see the [\*Space Apps 2021 Project Submission Guide and the Space Apps 2021 Judging and Awards Guide\*](#).

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## VIDEO “DEMO” SUBMISSION TIPS

The first option for your Project “Demo” is a video presentation. The video may be no longer than 30 seconds. After you have created your video “Demo”, upload it to an external site like a cloud-based hosting service or code repository and provide a publicly accessible link so that others can view it. Remember to test your link to ensure visitors are not required to request permission or registration. This will ensure judges will have access to review your “Demo”.

The graphic on the next page provides additional guidance for how to create a compelling video as your Project “Demo”.

# 30

# SECONDS OF GLORY

## A model for a great NASA International Space Apps Challenge Pitch

A great pitch can be the difference between greatness and obscurity. This guide is designed to ensure your good work gets the attention it deserves. Your goal should be to quickly communicate the importance and relevance of your solution to someone who has no context, technical background, or previous knowledge of your solution.



**0:00**

**INTRODUCE YOURSELF - What is your name and your team's name?**

**0:02**

**LEAD US IN - What NASA International Space Apps Challenge does your solution address?**

- What inspired your team to choose this challenge?

**0:05**

**NAME YOUR SOLUTION - Provide a title and tagline of your project to catch your audience's attention**

- What problem does it solve?
- What do people gain? Where is the opportunity?

**0:10**

**DESCRIBE YOUR IDEA - How does it work?**

- Display images or a prototype (optional screen share)
- Describe a user's experience
- How did using data from one or more of the 10 space partner agencies make your solution possible?

**0:20**

**LOOK INTO THE FUTURE - Paint a picture**

- What will your idea change?
- Captivate your audience with what it could be
- What can your solution do for people, the world, and beyond?

**0:30 END**



## SLIDE “DEMO” SUBMISSION TIPS

The second option for your Project “Demo” is a slide deck. Slide deck “Demos” are limited to seven (7) slides. You may use any presentation/slide deck software, but the slides must be publicly accessible. After you have created your slide “Demo”, upload it to an external site like a cloud-based hosting service or code repository and provide a publicly accessible link so that others can view it. Remember to test your link to ensure visitors are not required to request permission or registration. This will ensure judges will have access to review your “Demo”.

The list below provides suggestions for how to create a compelling slide deck as your Project “Demo”.

1. Choose a slide template with readable font size and limit the number of words on each slide when possible.
  2. Incorporate strong visuals.
  3. You are limited to 7 slides. The content of your slides should cover:
    - Team Name, Challenge selected, and team member names
    - Explain your solution to the challenge:
      - What does the world have to gain? Where is the opportunity?
      - What problem does your project solve? Hint: Make sure your solution ties back to the challenge statement.
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- Concisely describe your understanding of the challenge and your approach to solving it.
- Provide a snapshot of your project visually. Clearly call out project features that make it special and unique. Strong visuals will help tell the story of your project to judges. Your visuals should:
  - Display an image of the project
  - Describe the user experience
  - Include how space agency open data and technology make your solution possible
- Share some next steps or future opportunities. Provide some information about how your project could continue if provided more time, so the reader/judges can tell that you thought about the bigger picture.
- Recap the work you did during the hackathon and why it should be noticed. Share additional photos and provide a statement about what's possible in the future for your project!

## ADDITIONAL RESOURCES AND REMINDERS

As you develop your Project “Demo”, here are some additional suggestions and reminders to keep in mind:

- Slide “Demos” are required to be written in English.
- Video “Demos” may be spoken in any language but are required to include English language subtitles.
- Any links or files included in your project submission, including your video or slide “Demo”, should go to another website equipped to host it and then provide a publicly accessible link in the demonstration section. Links should not require permission or registration to access them. Remember to test your link(s) to ensure visitors are not required to request permission or registration.
- Start early on your “Demo”. Time management and dedicating time to the development of a strong “Demo” is key to presenting your project well.
- Dedicate a teammate with storytelling skills to work on the “Demo”.
- [Watch this video from the 2021 virtual bootcamp.](#)
- Project submission opens on Saturday, October 2 at 9:00 AM (local time) and closes on Sunday, October 3 at 11:59 PM (local time).
- Read the [Space Apps 2021 Project Submission Guide](#).



- The following standards will be used by global and executive judges when evaluating projects:
  - **Impact:** How much impact (quality and quantity) can this project have? Does it solve a big problem or a little problem? Will it inspire or help many, or a few?
  - **Creativity:** How creative/innovative is the approach? Is the project novel and something that hasn't been attempted before, or is it an incremental improvement on something that already exists?
  - **Validity:** Is the solution scientifically valid? Will it do what it sets out to do? Can it work in the real world?
  - **Relevance:** Is this project responsive to the challenge for which it was submitted? Is it a complete solution or does it have a long way to go? Is it technically feasible? How usable or user friendly is the solution?
  - **Presentation:** How well did the team communicate their project? Were they effective in telling the story of the project: the challenge, the solution, and why is it important?

**Happy Hacking!**

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