



Demo Video Script

3-Minute Submission Video

AI Partner Catalyst Hackathon by Google Cloud

sparrowPrimary!20	Duration	3:00 minutes
	Format	Screen recording + voiceover
	Resolution	1920x1080 (1080p)
	Audio	Clear voiceover, app audio

1 Video Structure

sparrowPrimary!20 Section	Time	Content
Hook + Problem	0:00-0:25	Grab attention, state the problem
Solution Intro	0:25-0:45	Introduce Sparrow, show value prop
Live Demo	0:45-2:15	Full practice call demonstration
Results + Tech	2:15-2:45	Show scoring, mention integrations
Closing	2:45-3:00	CTA, tagline, URL

2 Full Script

2.1 SECTION 1: Hook + Problem (0:00-0:25)

[0:00-0:05]

Visual: Black screen, then Sparrow logo animates in

“Sixty-seven percent of sales reps miss quota. The number one reason? They practice on real prospects.”

[0:05-0:15]

Visual: Quick montage: stressed salesperson, rejected call, empty pipeline

“Every failed cold call is a lost deal. Every awkward discovery call is a missed opportunity. Sales teams spend months ramping new reps—with real revenue on the line.”

[0:15-0:25]

Visual: Transition to Sparrow landing page

“What if you could practice unlimited sales conversations with AI prospects that push back like real buyers? Meet Sparrow.”

2.2 SECTION 2: Solution Introduction (0:25-0:45)

[0:25-0:35]

Visual: Show dashboard with stats, practice modes

“Sparrow is an AI-powered sales training platform. Choose your practice mode—cold calls, discovery, or objection handling. Our AI generates a unique prospect for every session.”

[0:35-0:45]

Visual: Click on “Cold Call” mode, show persona being generated

“Watch as Google Gemini creates Sarah Chen, VP of Operations at LogiFlow. She’s skeptical, short on time, and has real objections. Let’s call her.”

2.3 SECTION 3: Live Demo (0:45-2:15)

[0:45-0:55]

Visual: Click “Start Call”, show briefing screen

“Before the call, you see her background, likely objections, and your goal: book a 30-minute demo. Now let’s practice.”

[0:55-1:05]

Visual: Call interface appears, waveform animates

“The call connects instantly. ElevenLabs Conversational AI powers Sarah’s voice—listen to how natural she sounds.”

[1:05-1:45]

Visual: Live call in progress, transcript appearing in real-time

[ACTUAL CALL AUDIO PLAYS - 40 seconds]

Rep: “Hi Sarah, this is [Name] from [Company]. I know I’m calling out of the blue—do you have 30 seconds?”

Sarah (AI): “I’m actually about to head into a meeting. What’s this about?”

Rep: “Totally understand. Quick question—are delivery delays still costing you headaches this quarter?”

Sarah (AI): “...How do you know about that?”

Rep: “We’ve helped three logistics VPs cut delays by 40%. Worth a 15-minute chat next week?”

Sarah (AI): “Fine. Send me a calendar link for Tuesday.”

[1:45-1:55]

Visual: Click “End Call”, show analyzing animation

“Meeting booked in under a minute. Now watch what happens—Sparrow analyzes the entire conversation.”

[1:55-2:15]

Visual: Debrief screen with scores appearing

“Instant scoring across five dimensions. See that 8 out of 10 on opening? The AI caught that pattern interrupt. But discovery was a 6—I should have dug deeper when she mentioned delays.”

2.4 SECTION 4: Results + Technology (2:15-2:45)

[2:15-2:25]

Visual: Show progress dashboard with charts

“Every call improves your skills. Track your progress over time. See exactly where you need work.”

[2:25-2:35]

Visual: Quick cuts: ElevenLabs logo, Google Cloud logo, architecture diagram

“Powered by ElevenLabs Conversational AI for real-time voice, and Google Gemini for intelligent analysis. Built in 8 days for this hackathon.”

[2:35-2:45]

Visual: Coach Sparrow interface

“Plus, Coach Sparrow—your AI sales coach—is always here to help you improve.”

2.5 SECTION 5: Closing (2:45-3:00)

[2:45-2:55]

Visual: Landing page with “Get Started” button highlighted

“Stop practicing on real prospects. Start practicing with Sparrow.”

[2:55-3:00]

Visual: Sparrow logo, URL, tagline

“Sparrow AI. Never wing a call again.”

Visual: sprrw.app appears below logo

3 Production Notes

3.1 Screen Recording Setup

- Use 1920x1080 resolution
- Hide bookmarks bar and other browser UI
- Use incognito mode for clean interface
- Ensure good internet connection for live call demo

3.2 Audio Setup

- Record voiceover separately with quality microphone
- Capture system audio for ElevenLabs voice during call
- Mix voiceover at -12dB, call audio at -6dB
- Add subtle background music (optional, very low)

3.3 Editing Tips

- Cut out loading times, speed up transitions
- Add subtle zoom effects on key UI elements
- Use lower-thirds for key statistics
- Ensure text is readable at 1080p

3.4 Call Demo Preparation

- Practice the call script 3-5 times before recording
- Generate persona ahead of time, note the name
- Have backup recording in case of technical issues
- Keep call under 45 seconds for demo

4 Key Messages to Emphasize

1. **Problem is real:** 67% miss quota, practice on real prospects
2. **Solution is unique:** Only real-time voice AI roleplay
3. **Technology is impressive:** ElevenLabs + Gemini integration
4. **Results are measurable:** Scoring, progress tracking
5. **Built fast:** 8 days, fully functional

5 Judging Criteria Alignment

sparrowPrimary!20 Criteria	How Video Addresses It
Innovation	Unique voice AI approach to sales training
Technical Implementation	Show live ElevenLabs call + Gemini analysis
Partner Integration	Prominently feature ElevenLabs & Google Cloud
Business Potential	Clear problem, large market, measurable ROI
Completeness	Full working product demonstrated end-to-end

The demo is your pitch. Make every second count.

Show, don't tell. Let the AI speak for itself.

Sparrow AI – Never wing a call again.