

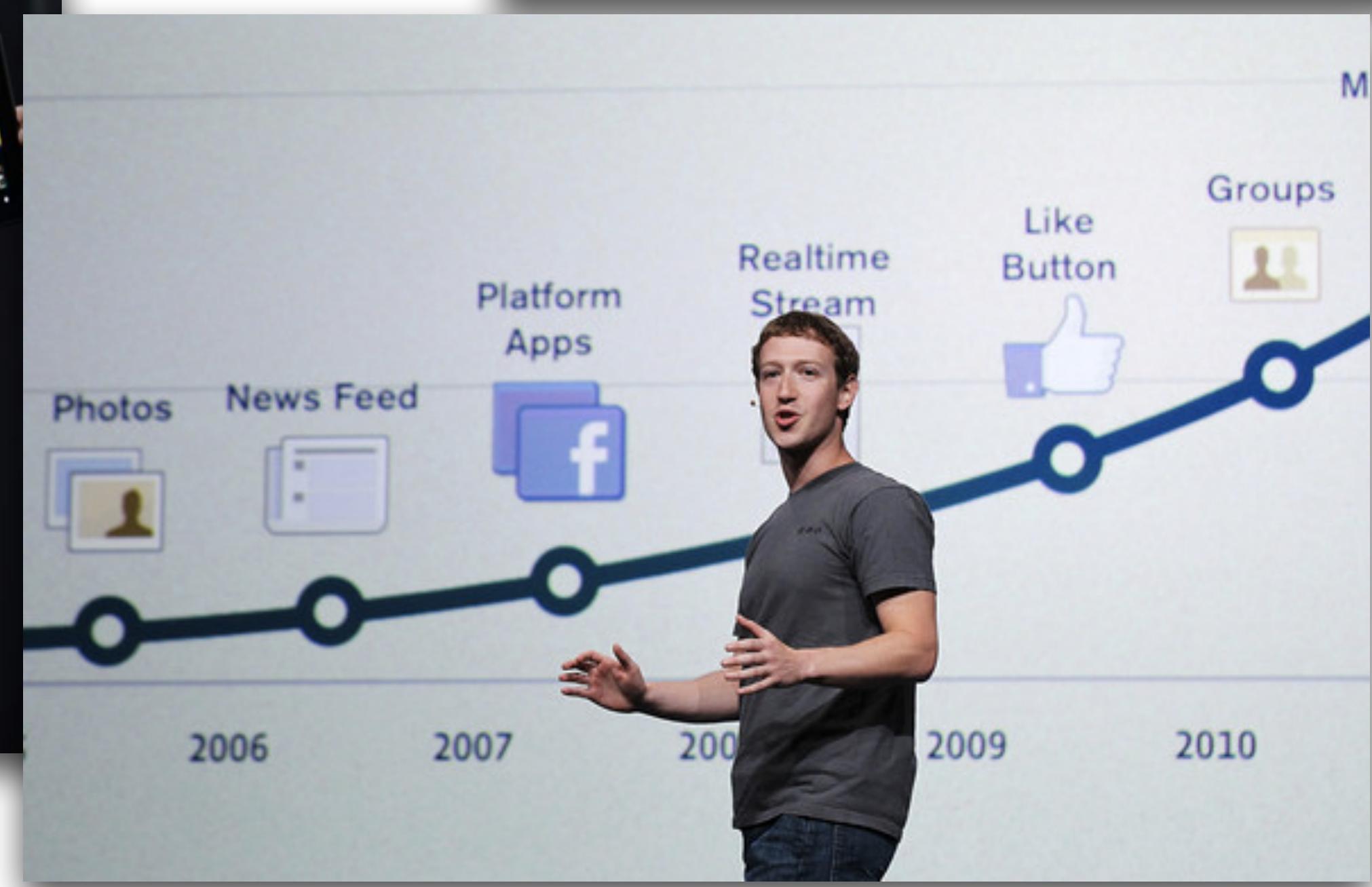
Software Project Demo

**CS480 Software Engineering
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CAL POLY POMONA



propel ICT | launch

WELCOME TO

DEMO DAY



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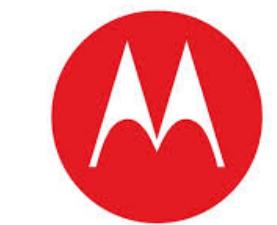
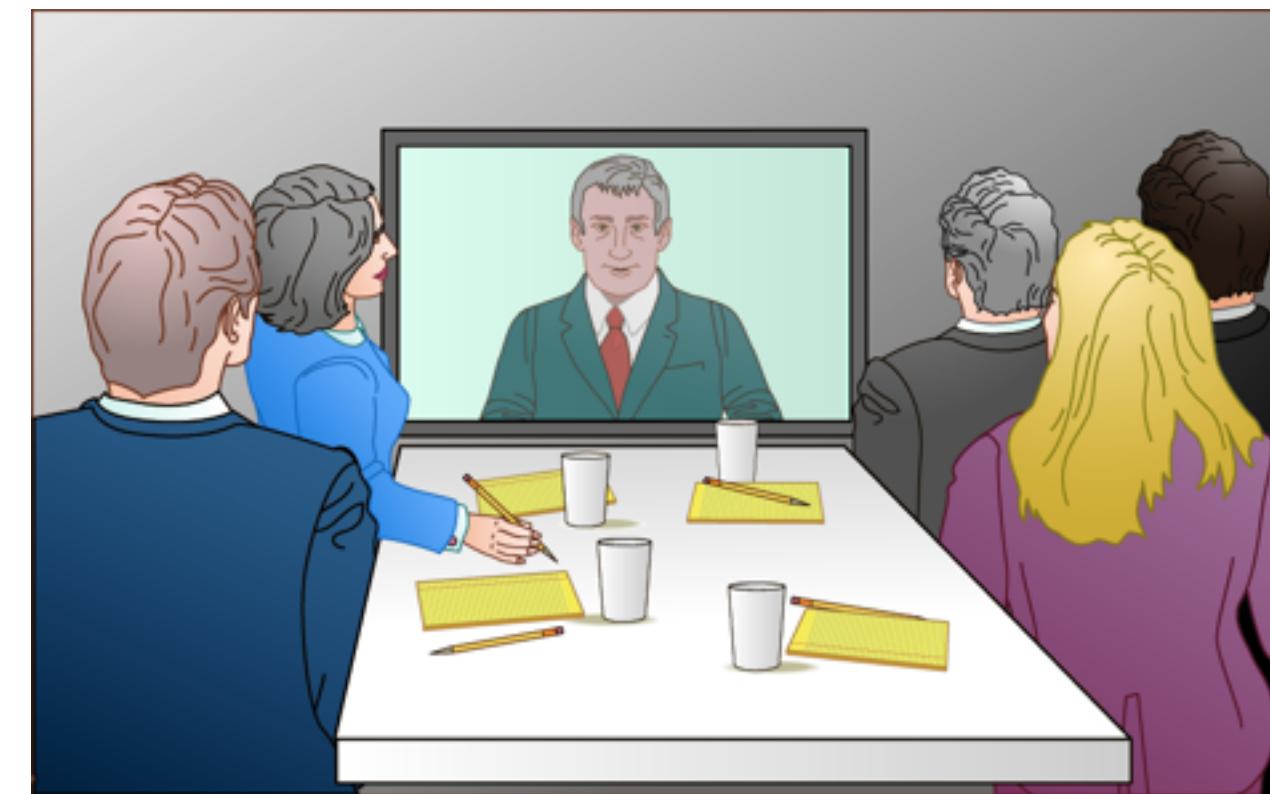
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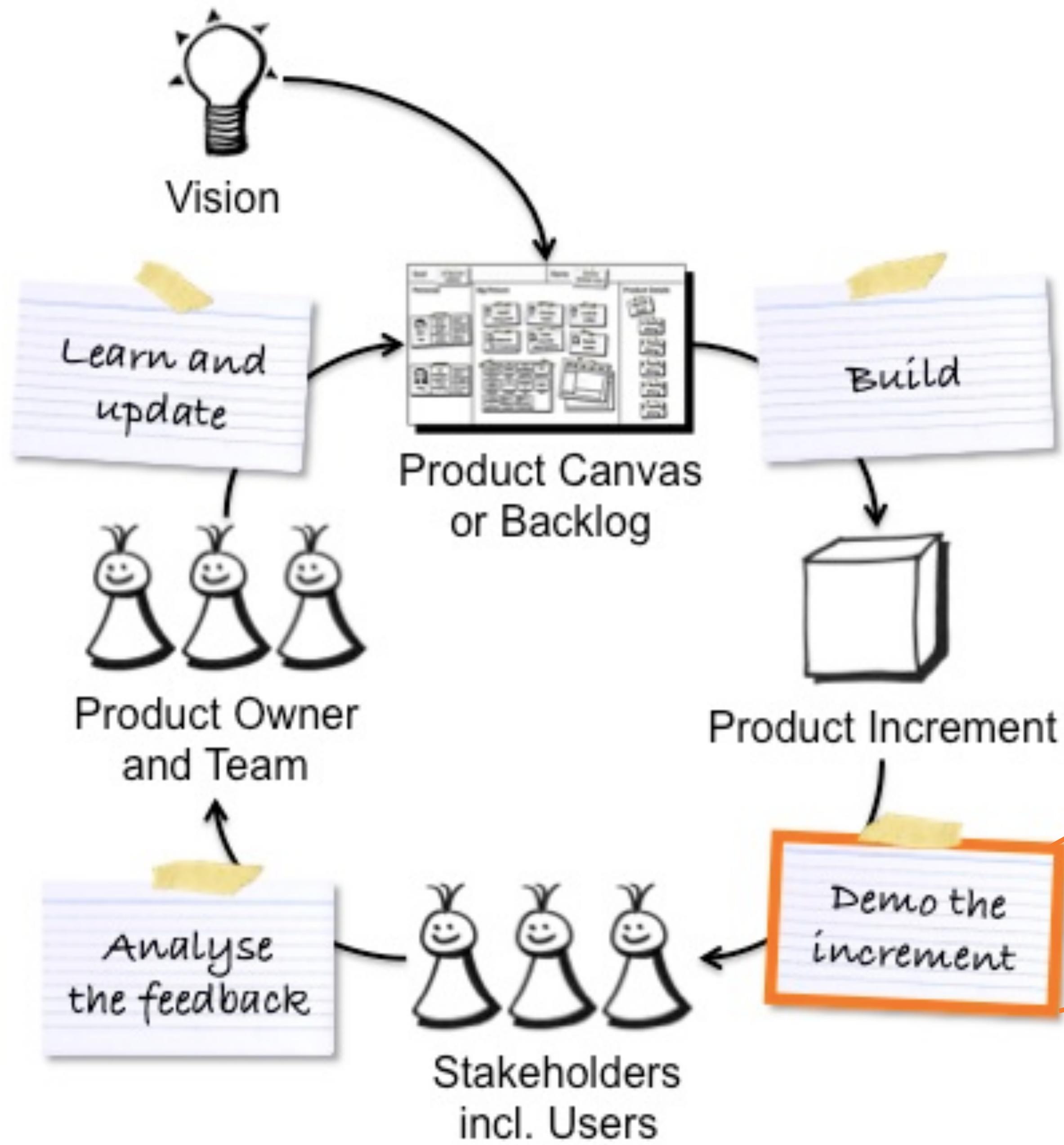
MOTOROLA



LG



lenovo

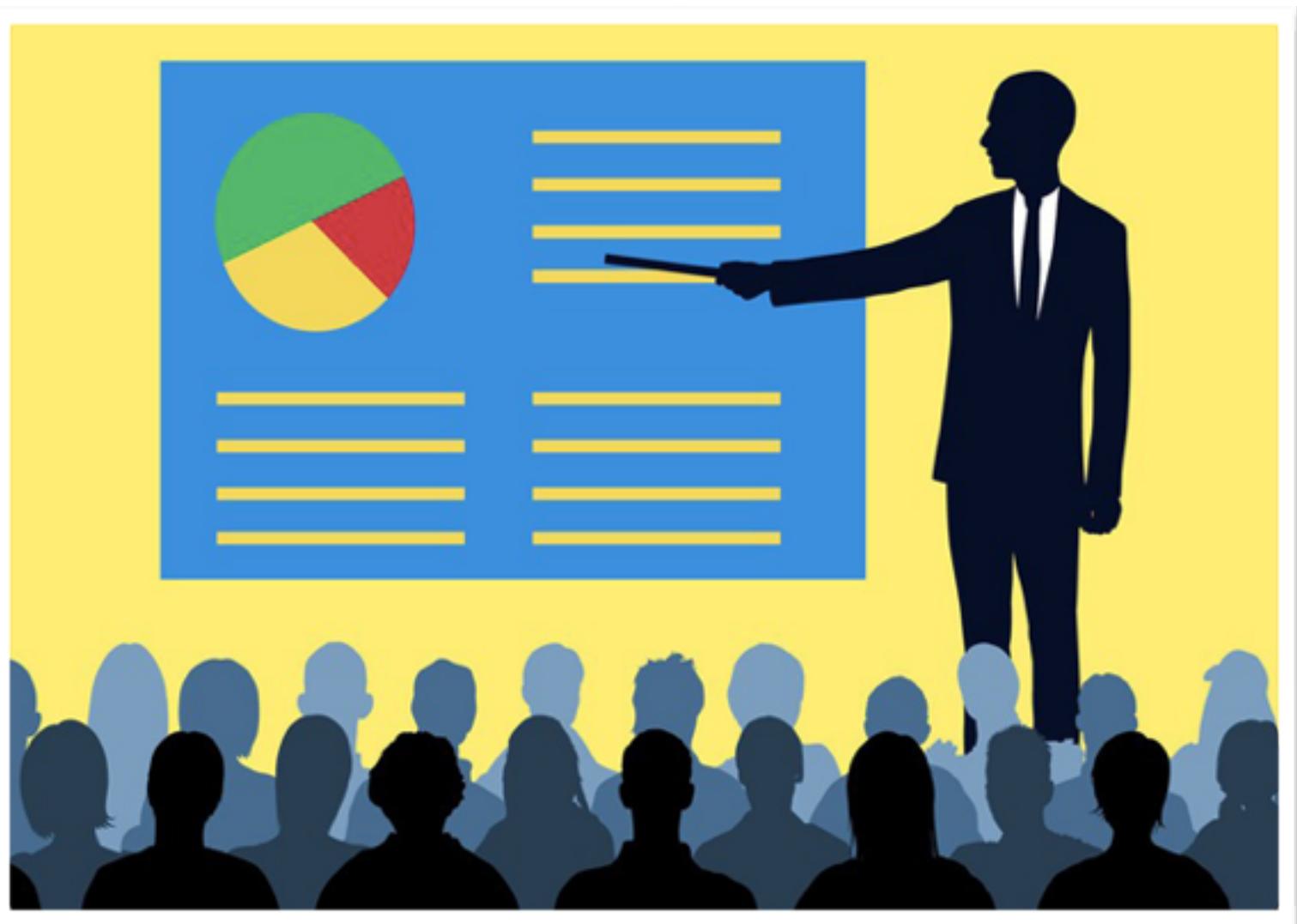
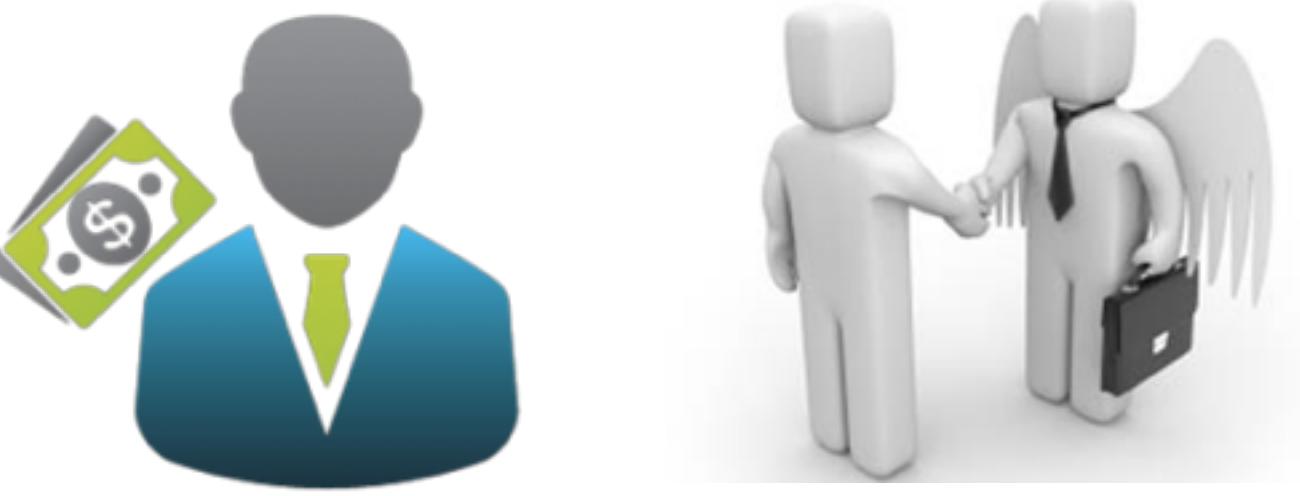






Investor Pitch Outline

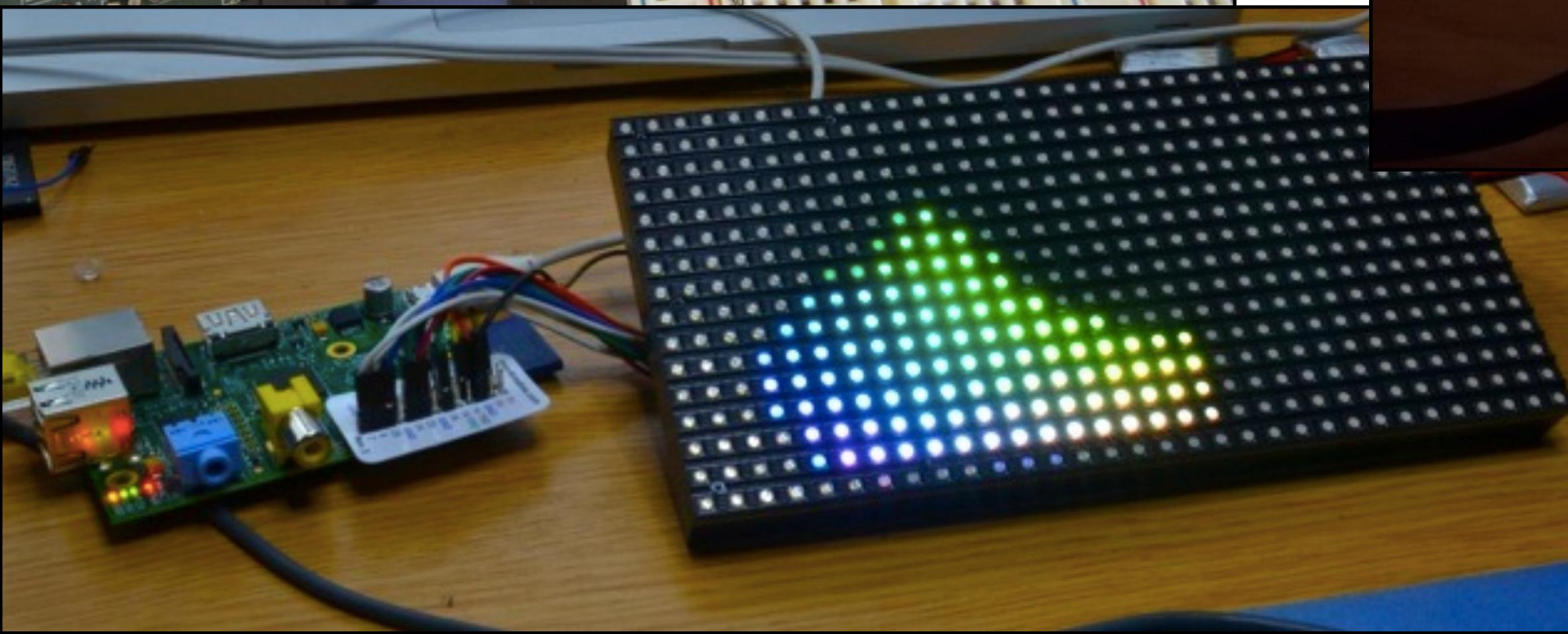
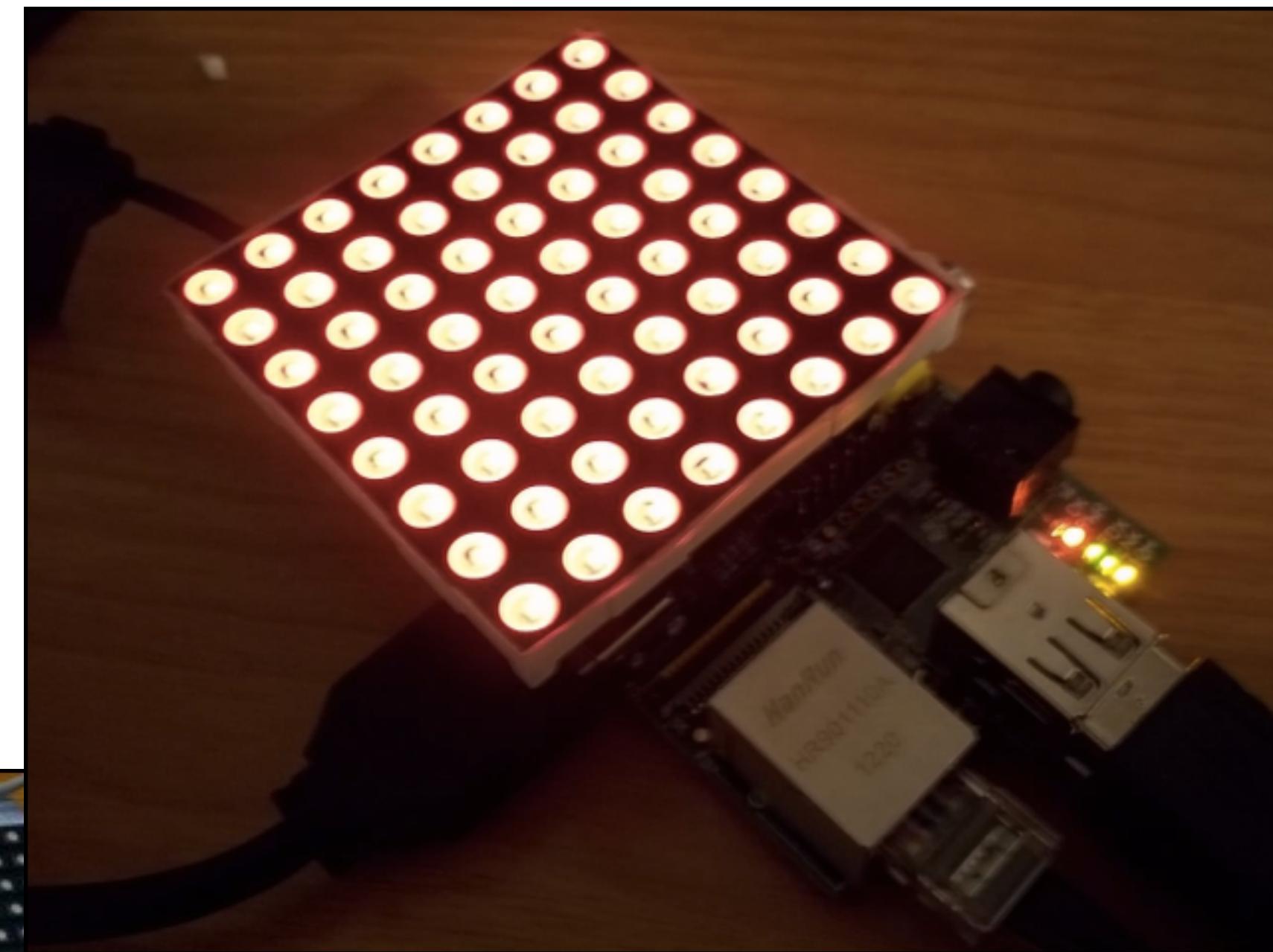
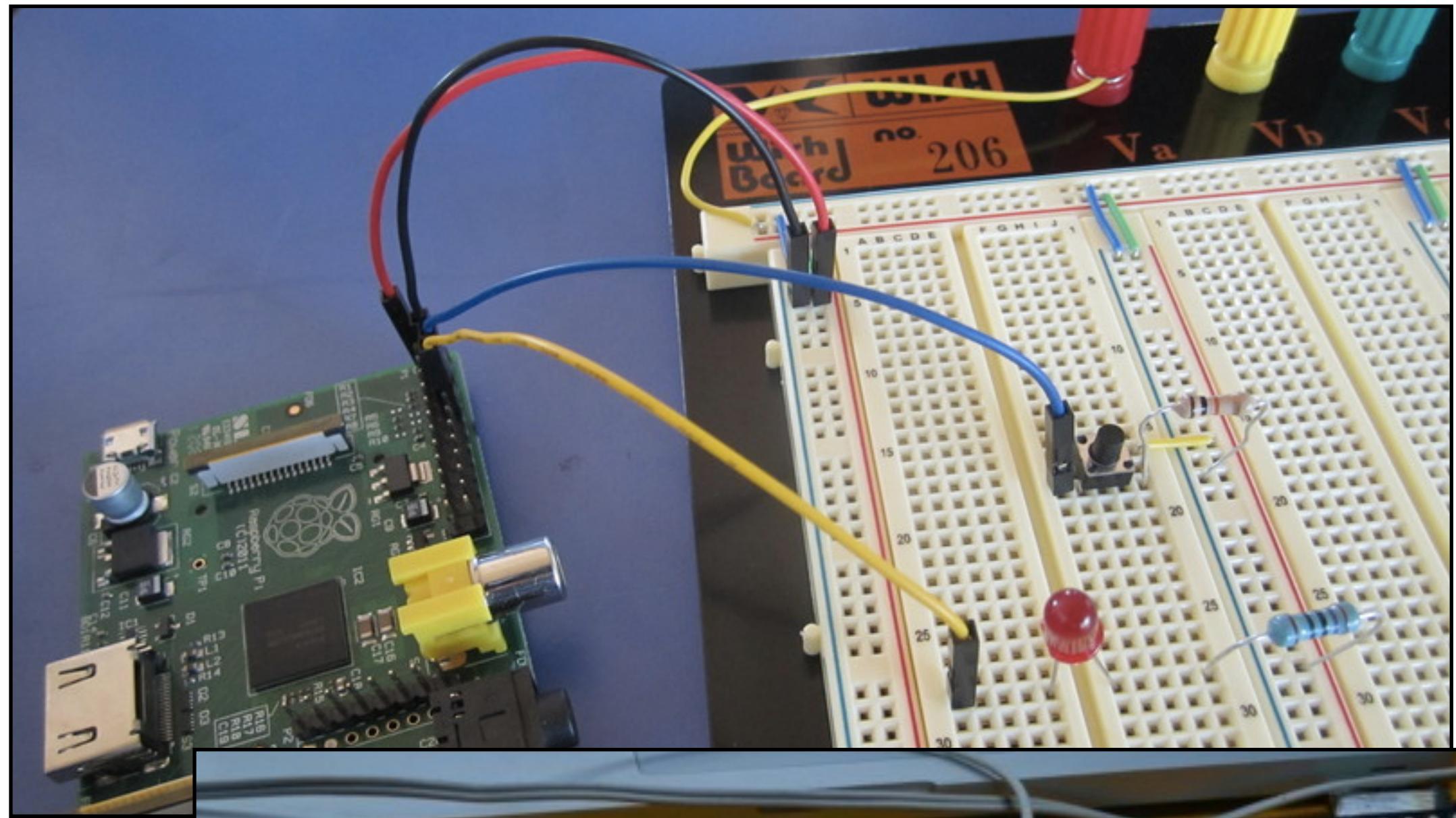
- Problem
- Solution
- Business Model
- Market Size
- Team
- Raising Plan
- Break Even



Highlight the Problem!

Explaining the problem you try to solve is more
important than your solution
Always start with the problem!





“I guess we are just trying to solve the problem of being bored.”

Demo Your Solution

Give overview of your solution

Run live demo

Highlight the technical challenges



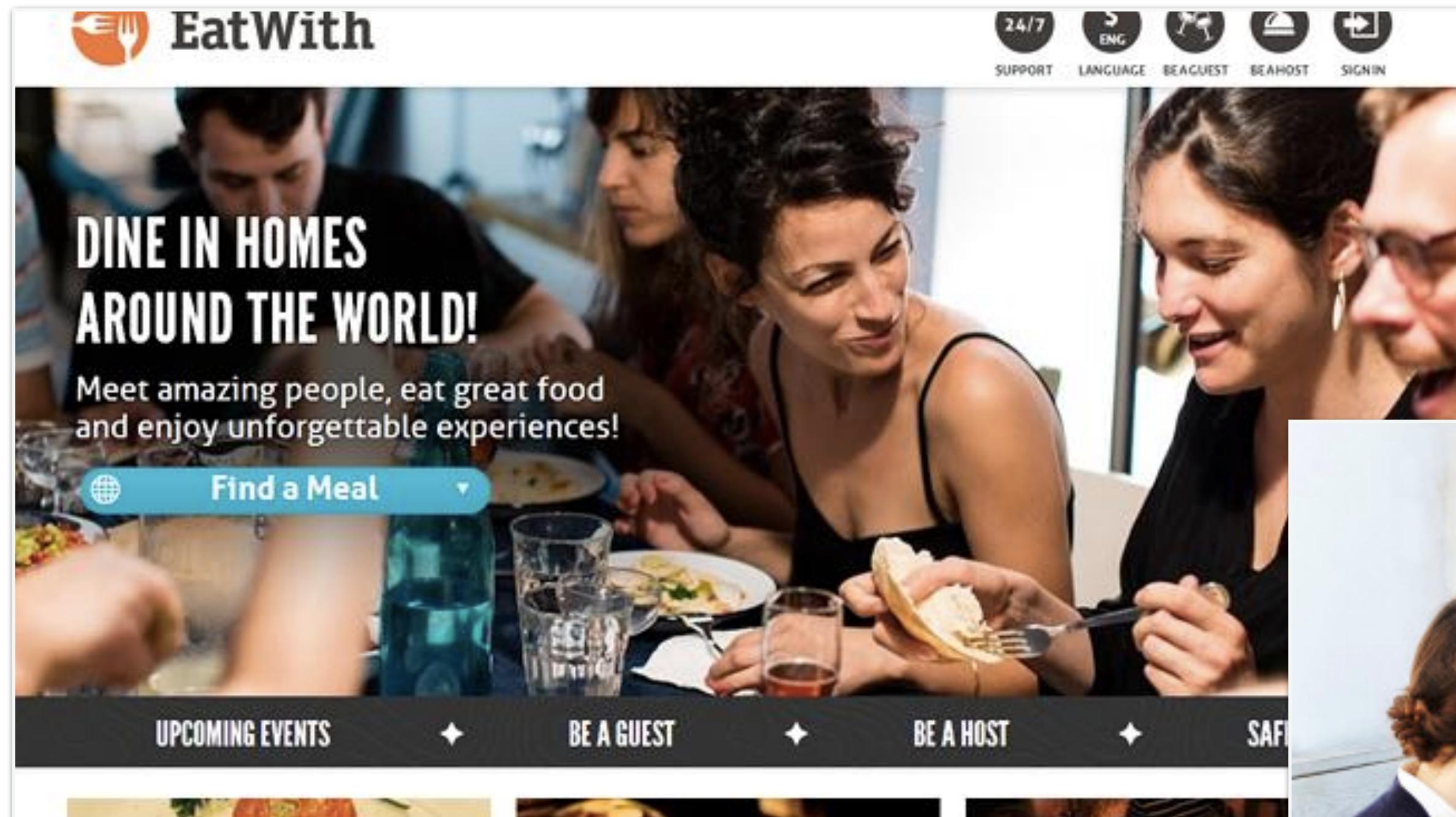
Explain Your Business Model

How to make money?

- ad?
- subscription fee?
- commission fee?

...





EatWith

24/7 SUPPORT LANGUAGE BEAGUEST BEAHOST SIGNIN

DINE IN HOMES AROUND THE WORLD!

Meet amazing people, eat great food and enjoy unforgettable experiences!

Find a Meal

UPCOMING EVENTS BE A GUEST BE A HOST SAF

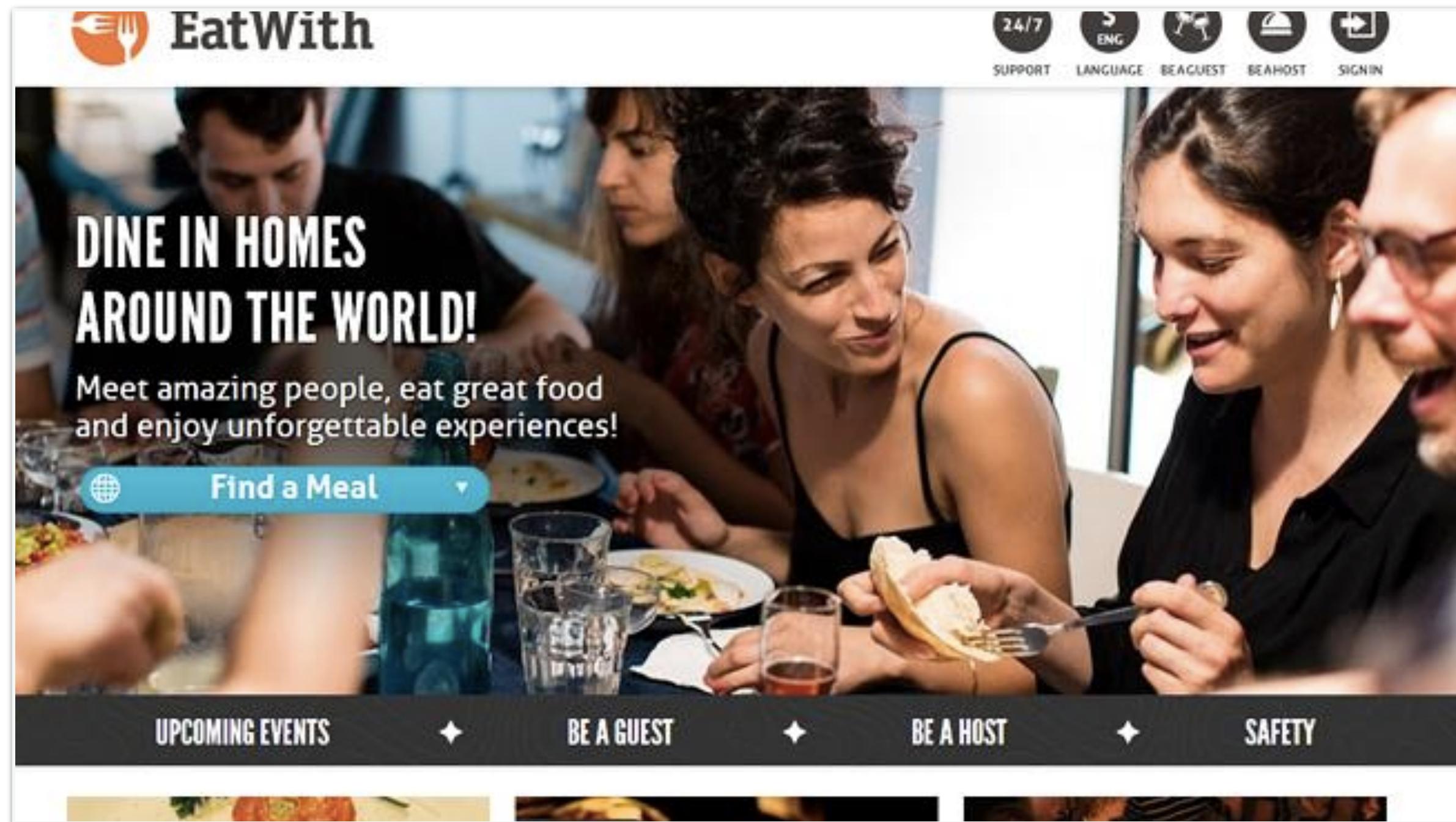
The website features a large banner image of a group of people dining together at a table. Below the banner are several navigation links and buttons.



Estimate Market Size & Value

What is the number?
What does that mean in terms of money?

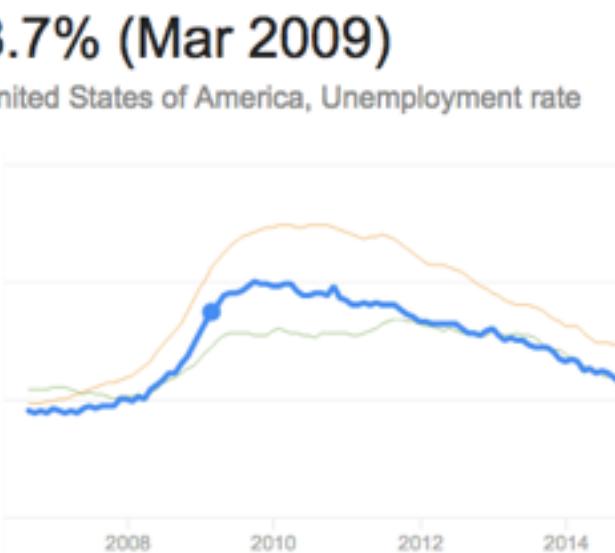




US Population Age structure

0-14 years: 19.4%
 15-24 years: 13.7%
 25-54 years: 39.9%
 55-64 years: 12.6%
 65 years and over: 14.5%

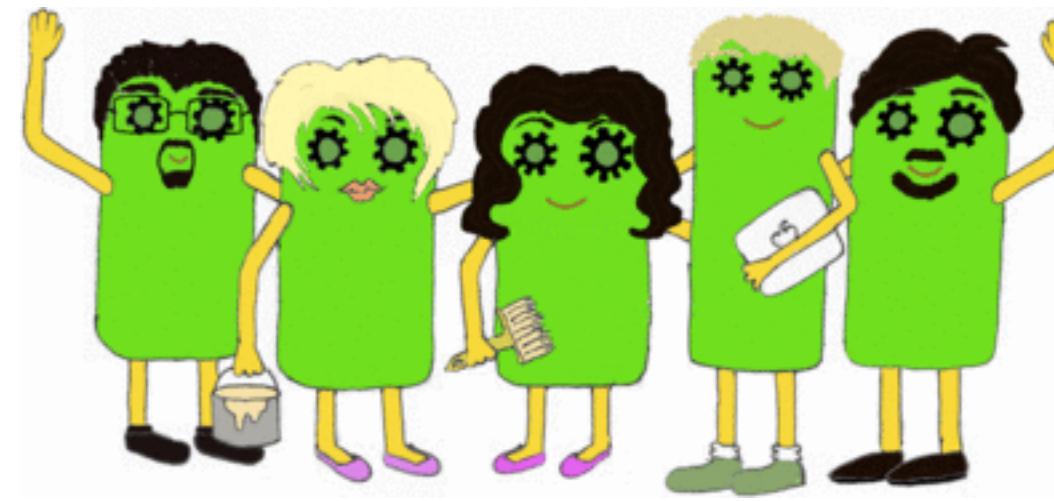
US Unemployment Rate



3.8 million
 * 50%
 * 40%
 * 10%
 = 76,000
 * 10%
 = 7600
 * \$100/day
 = \$760,000
 * 2%
= \$15,200/day

Sell Your Team

Introduce every team member
Give background and highlight experience
Talk about other connections and relationships



Raise Money

How much money do you ask for how much equality?

How are you going to use the money?



Break Even

When will you break even? (based on your business model and market size)
What will be your projected revenue growth?



The image shows a 3D perspective view of several white cubes arranged in a curve. The cubes are labeled with black letters, spelling out the word "HELPFUL". There are also two red cubes: one labeled "H" and another labeled "T". The cubes are set against a plain white background.

H E L P F U L

T

Less Slides, Less Text

“We have a strict no-PowerPoint rule here. It’s pretty simple: People don’t want to be pitched bullet points. If people don’t have a product demo, I’m like, ‘Well, come up with something.’”

Glacial Formation

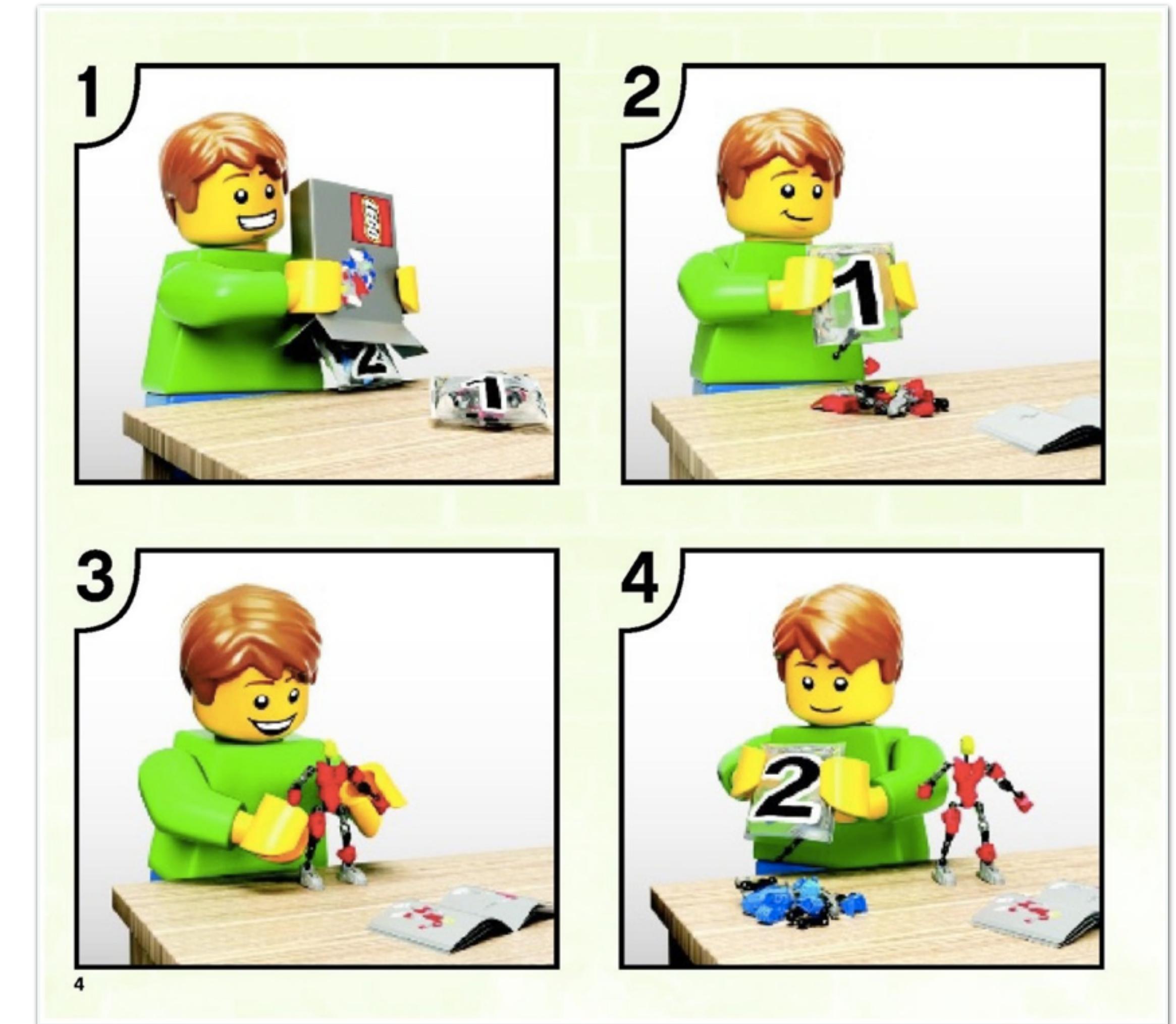
- Glaciers are created when layer upon layer of snowfall becomes compacted into a dense form of ice because of the weight of the resulting ice eventually becomes so great it forces the ice mass downhill very slowly
- This movement is helped by the fact that ice at the bottom is under intense pressure, which in turn creates heat and enough to provide a slippery surface against the mountain
- As the ice begins to move down the mountain, more snow builds up at the glacier's source, gets converted into ice and moves downward, creating an elongated, disheveled, frozen river
- Glaciers that travel down valleys between mountains

Background

- This is so important we want to tell you about it
 - In the finest detail possible, and the details are
 - Endless, in fact they’re so important and we’re so afraid
 - You can never know, never include, never bring up what we can never say about it.
 - Think of, you might think this is the end but it’s not, it’s the start, it’s the end, there’s a lot more we can say about it.
- And for our second point, there’s even more we can squeeze onto the slide. See how small we can make the text. Isn’t that great?
 - Even if this is a lot to digest, it’s so important we have included it here. You don’t mind, do you?
 - Ah, c’mon, it’s
 - And reading
 - Works
 - > I
- Hey, there’s room
 - Room, you say
 - See how the
 - It’s room
 - > B
 - > V
 - > V

Follow a Demo Script

Don't be creative during the demo



https://www.youtube.com/watch?v=w95kwXy_MOY

https://www.youtube.com/watch?v=vzDDO3Xb_QU



Don't Trust Wifi

It could be really slow



Backup System & Video

Very important for big demos

Watch Demo 

