Software Project Demo

CS480 Software Engineering

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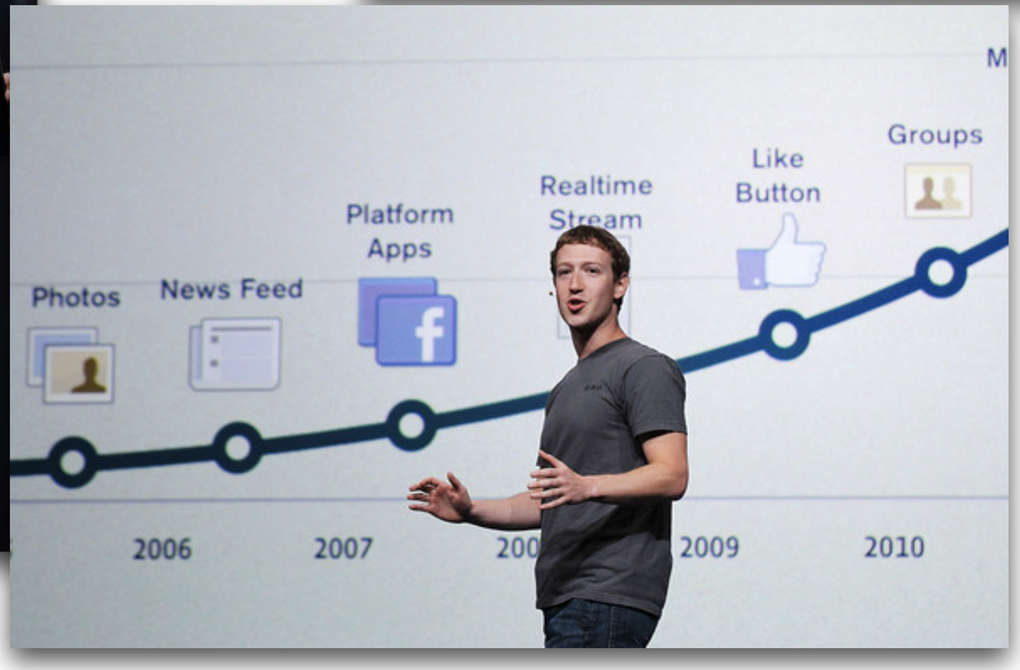
CAL POLY POMONA

iPod
Phone
Internet

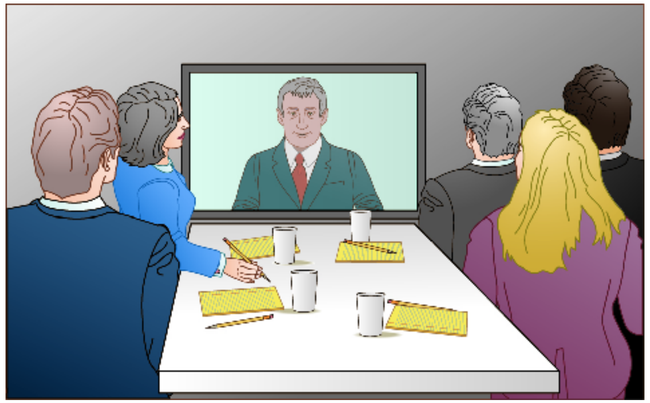
iPhone 6
9:41
9:41
iPhone 6 Plus


Photos
News Feed
Platform Apps
Realtime Stream
Like Button
Groups
2006
2007
2009
2010

propelICT
launch
WELCOME TO
DEMO
DAY

1300
1200
1100
1000
900
GEEKS FROM
GANGNAM
AISLE
150
TOPSY
SXSW
partytapper
NOT IT

mars
mars



facebook

Google

Sapient

TARGET

Michaels
Where Creativity Happens

MOTOROLA

ZACHRY

Turner
Building the Future

DUNKIN' DONUTS

THE HOME DEPOT

CVS pharmacy

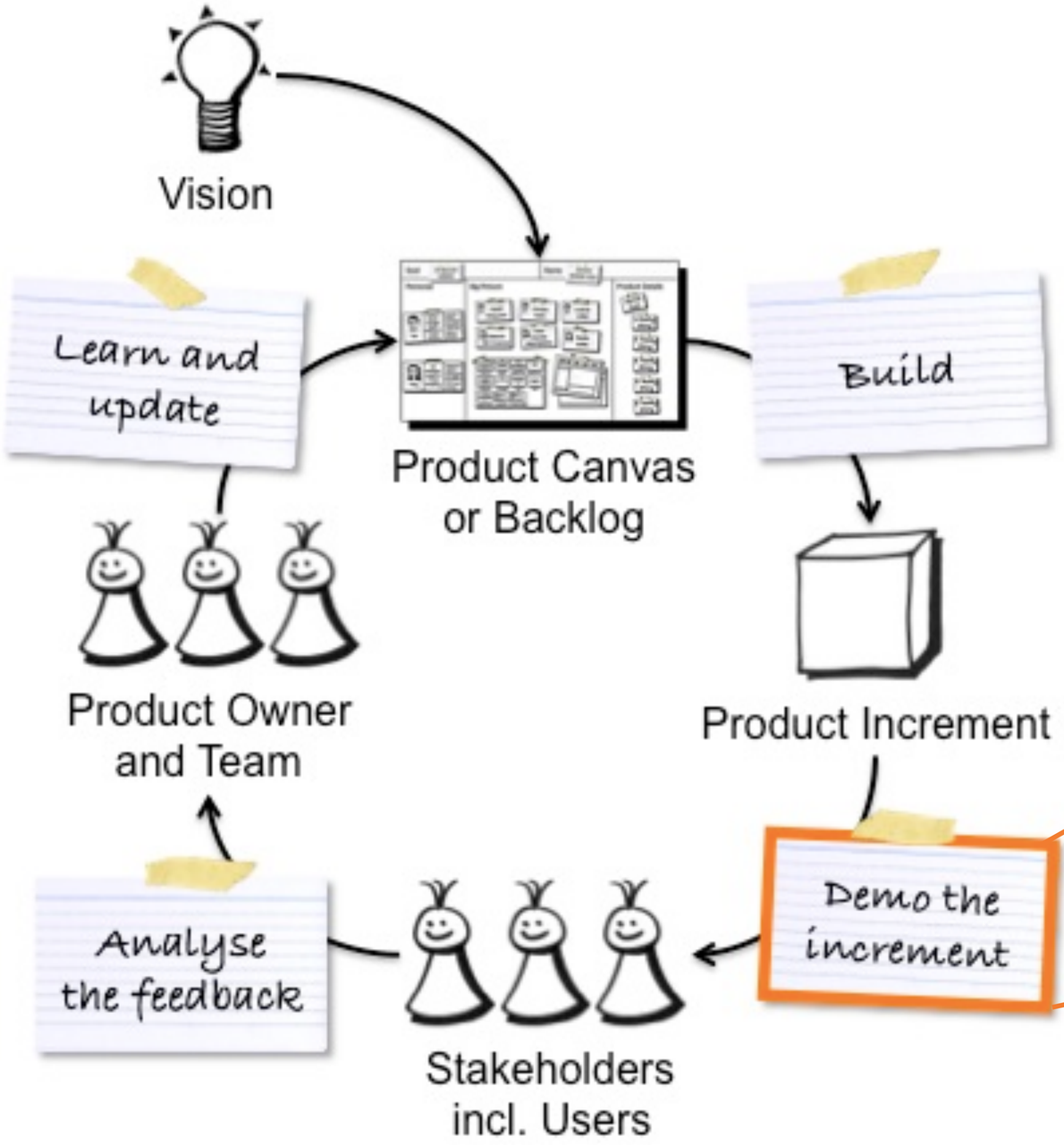
LG

SAMSUNG

SOUTHWEST

Walmart

lenovo


Vision
Learn and update
Product Canvas or Backlog
Build
Product Owner and Team
Product Increment
Analyse the feedback
Demo the increment
Stakeholders incl. Users

hackpoly
MLH
apigee
Hour iPhone Repair
GENERAL ASSEMBLY
Food2Fork
namecheap
LITERAY
TALLAN
BRAINS
Dell recommends Windows.
Build what you love and change the world with Dell and MLH
HARDWARE
POLYFOUNDERS
Cok

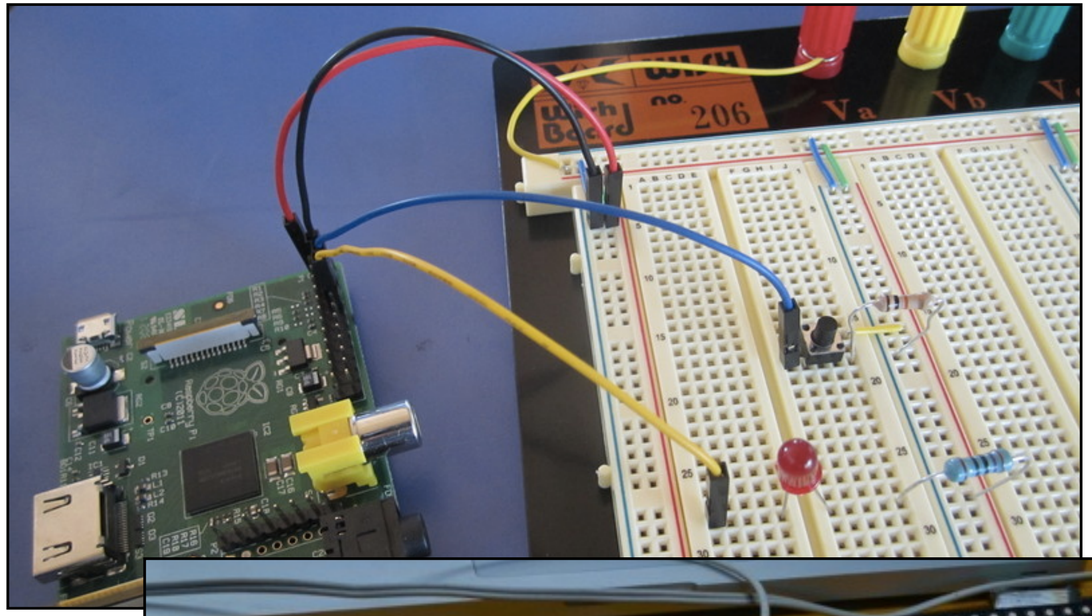
MICHAEL KEATON
ZACH GALIFIANAKIS
EDWARD NORTON
ANDREA RISEBOROUGH
AMY RYAN
EMMA STONE
NAOMI WATTS
BIRDMAN
OR
(THE UNEXPECTED VIRTUE OF IGNORANCE)
VENICE
TELLURIDE
NEW YORK

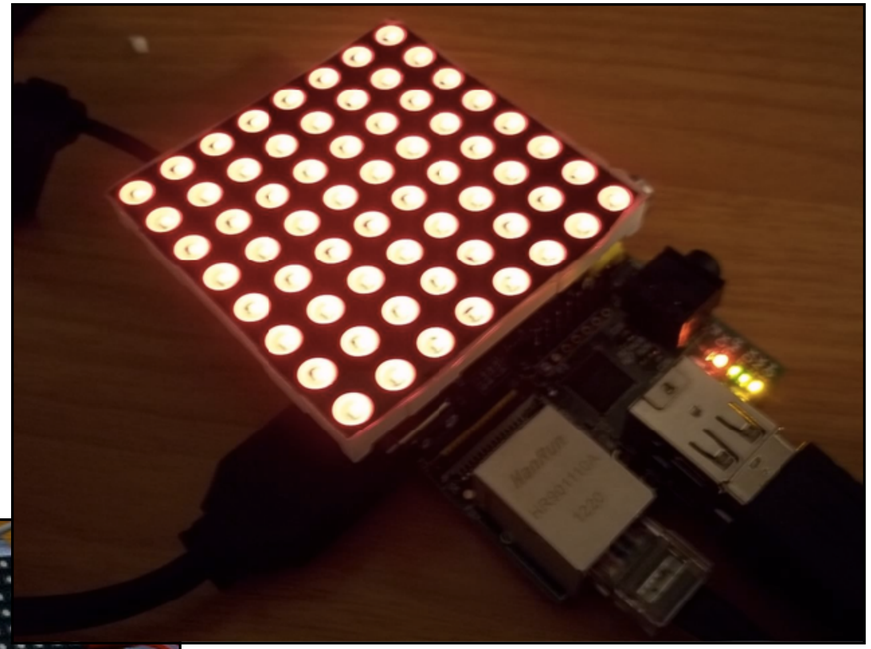
Investor Pitch Outline

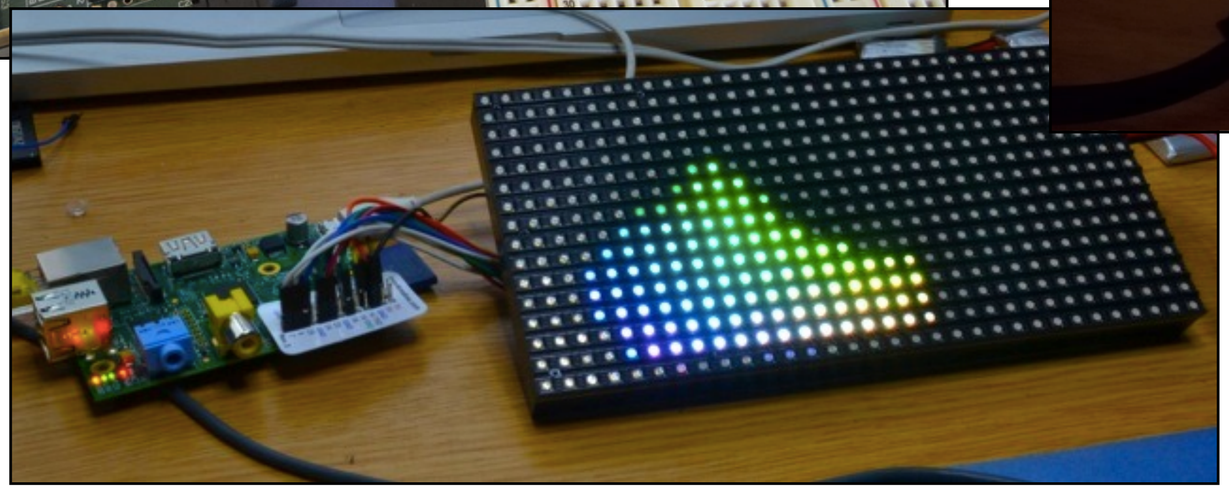
- Problem
- Solution
- Business Model
- Market Size
- Team
- Raising Plan
- Break Even

Highlight the Problem!

Explaining the problem you try to solve is more important than your solution
Always start with the problem!
A good problem could help you win!







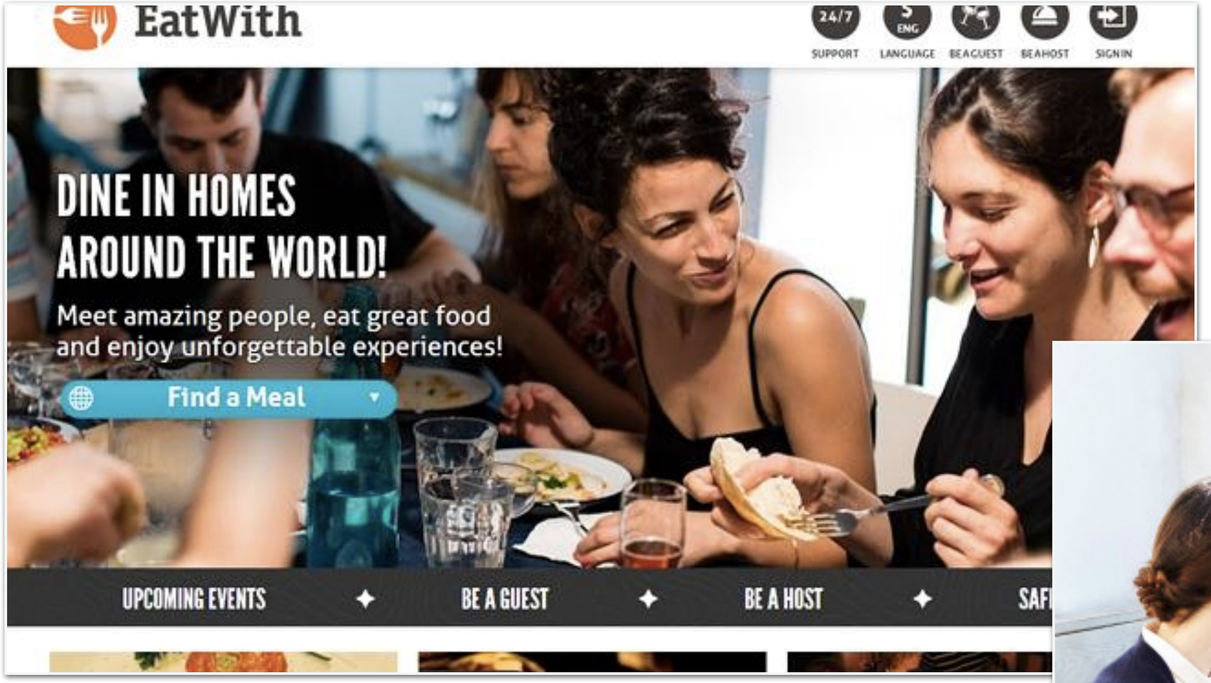
“I guess we are just trying to solve the problem of being bored.”

Demo Your Solution

Give overview of your solution
Run live demo
Highlight the technical challenges

Explain and **Justify** Your Business Model

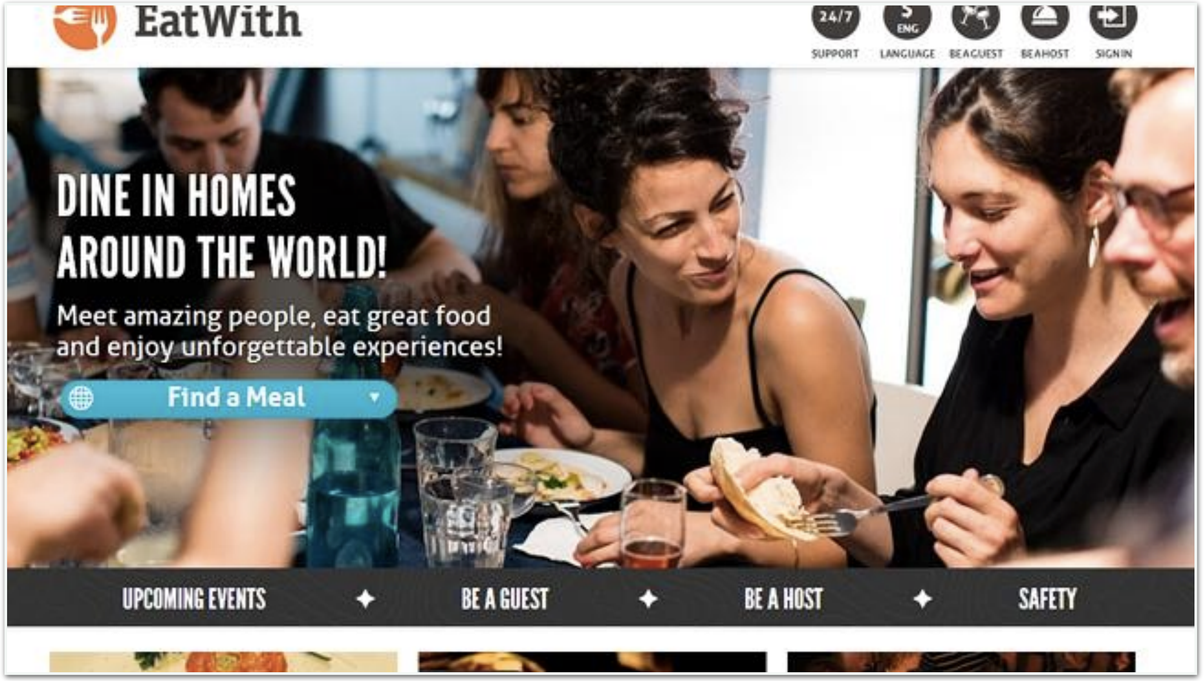
How to make money?
- ad?
- subscription fee?
- commission fee?
…


EatWith
24/7
SUPPORT
ENG
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

Getty

Estimate
Market Size & Value

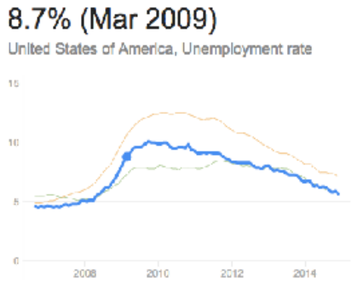
What is the number?
What does that mean in terms of money?



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%

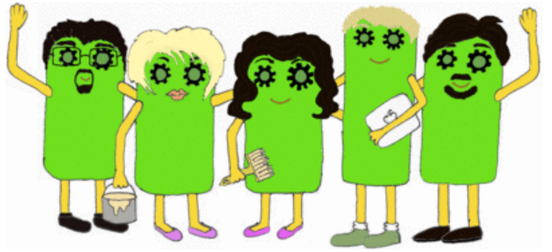
US Unemployment Rate



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



invest in people

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?

HELPFUL
TIPS

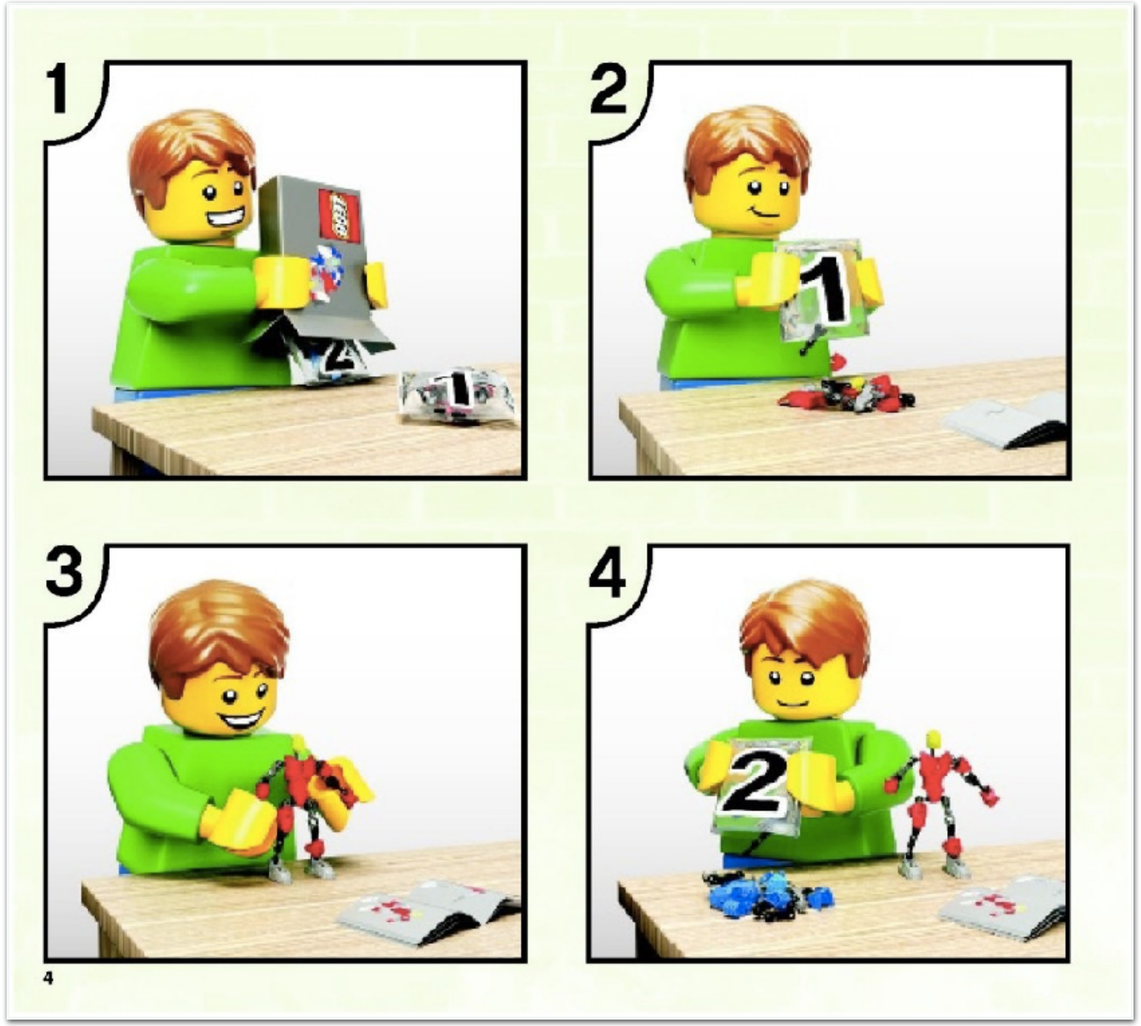
Less Slides, Less Text

"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.'"

http://www.cultofmac.com/286403/dont-bomb-your-live-demo/#kf442SjccRCOtB2b.99

Follow a Demo Script

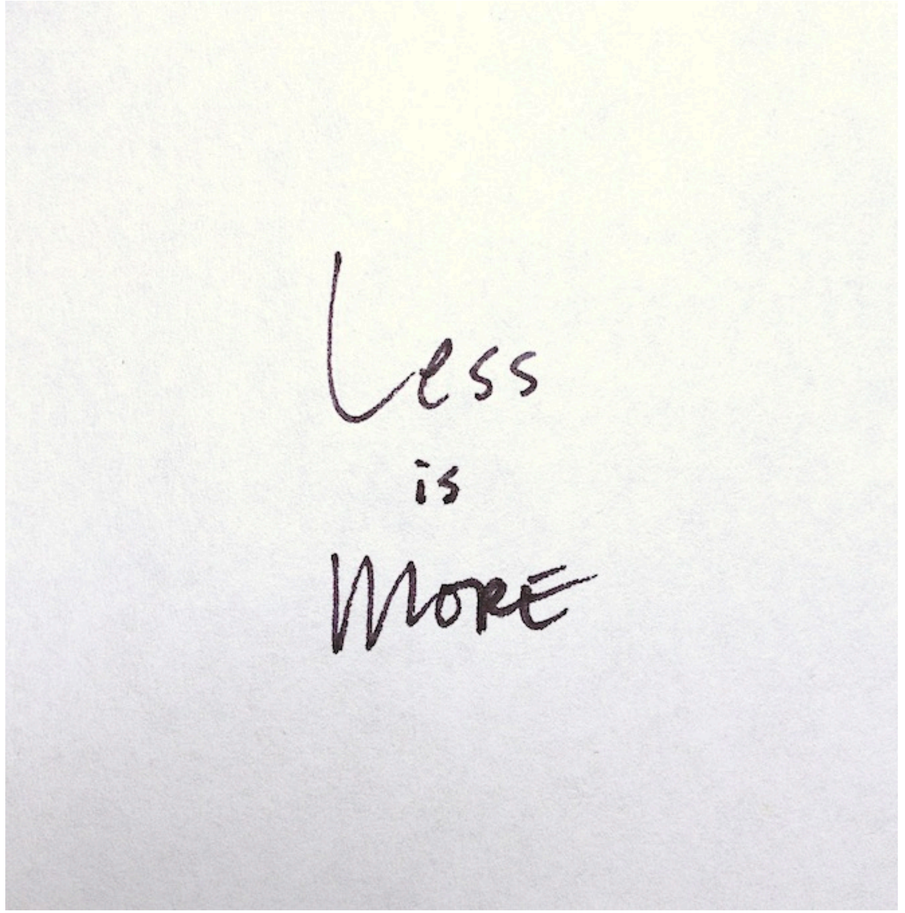
Don’t be creative during the demo



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

Short and Concise

Less is powerful



https://www.youtube.com/watch?v=qC7RiHy7znc

Don’t Trust Wifi

It could be really slow

Backup System & Video

Very important for big demos

https://www.youtube.com/watch?v=3FP8Qto0itQ

https://www.youtube.com/watch?v=N1zxDa3t0fg

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