

# THIS IS A PRESENTATION

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# DEMO DAY

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- ◎ **Each team will present their application to an audience of engineers, recruiters and executives.**
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- ◎ **Every person on your team must speak for a significant amount of time.**

**YOUR PRESENTATION IS YOUR  
PROJECT.**

# PRESENTATION OUTLINE\*

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*\*Suggested*



# INTRODUCTION





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- **The first speaker should introduce him/herself by name and then each of his/her teammates by name.**
- **The name of your application.**
- **The first words you speak should be cordial and welcoming.**





**Smile! Be happy to be there. Be excited to be there.**



*“Hello and thank you for joining us today.*

*My name is Cassio and these are my teammates  
and friends Tom (point/wave/smile), Shanna (p/  
w/s) and Liz (p/w/s) and we are the team behind  
your new go-to lunchtime app:*

*Lunchcapades!”*



# APPLICATION OVERVIEW



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- What is your application?
- **What problem does your application solve?** What was your motivation for creating it?
- What are the major features?
- What are the unique, interesting features?



# SOLUTIONIFY YOUR APP

**Introduce your app as a  
solution to a simple,  
relatable problem.**







# HOW YOU BUILT IT



**YOU ARE TRYING TO SELL  
YOURSELF AS A CREATIVE AND  
TECHNICALLY CAPABLE PERSON.**



# HOW YOU BUILT IT

- **Address difficult technical challenges you encountered.**
- **Show technical diagrams, photos of whiteboards.**
- **Keep it high-level. Don't talk about variables and functions; talk about architecture and tools.**
- **Talk about decisions you made, not simply how you got it to work, but how you got it to work in the best way possible (scalability, flexibility, readability).**

# DON'T TALK ABOUT EDGE CASES THAT DON'T WORK



:D

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**Interesting, this group explored options rather than going with what they knew.**

# :D

*We explored many options including SQL databases, which we found to be too rigid and inflexible.*

**They have understanding about how relational database schemas work.**



:D

*We also thought about Redis key/value store but couldn't risk our data being lost if our application had a critical error.*

**Oh, they know what Redis is and its drawbacks? We are using it on our application! We wouldn't have to train them on it!**

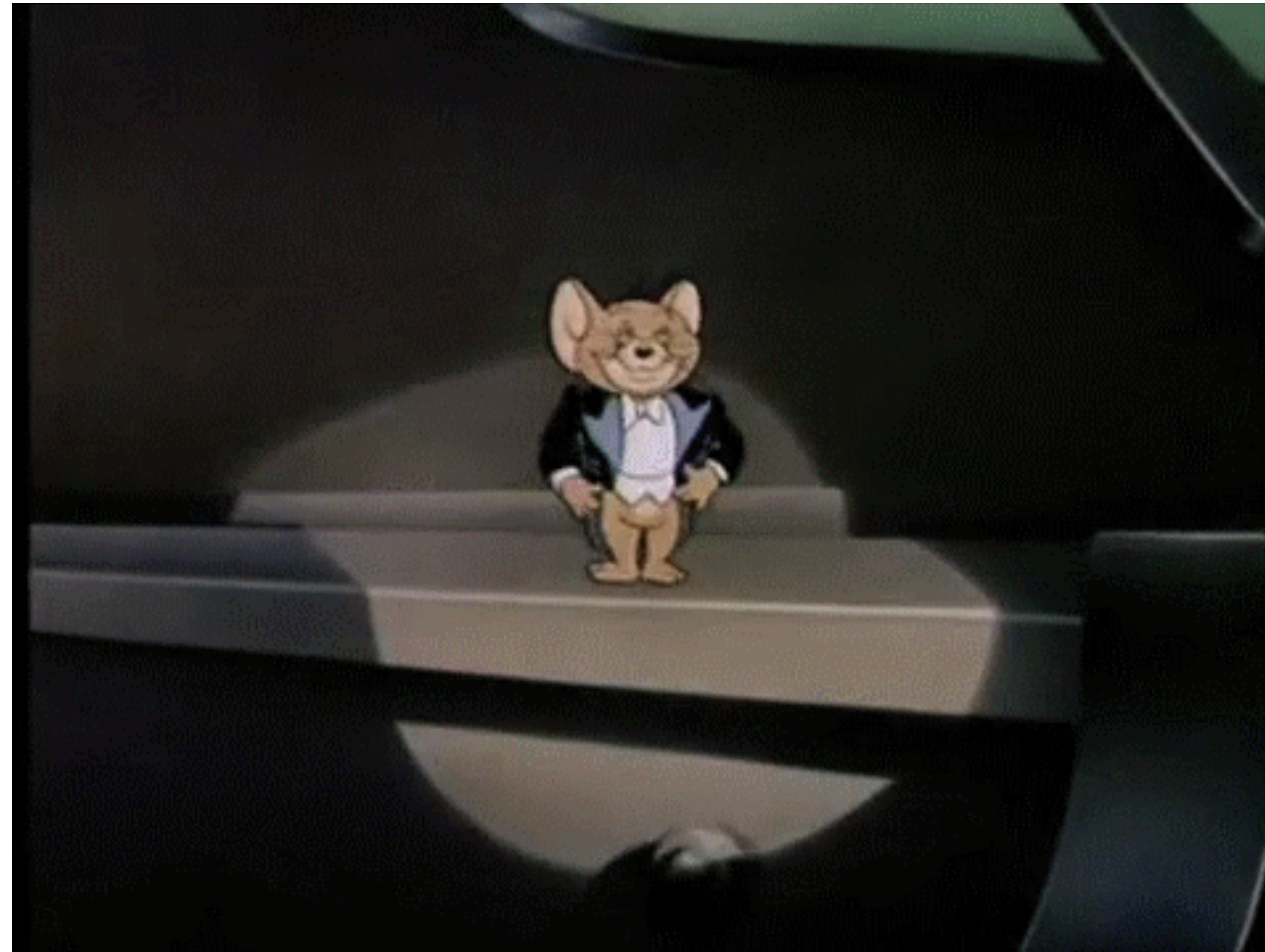
:D

*Our final decision was to go with MongoDB in order to have the persistence we need and dynamic schemas to facilitate the various and unpredictable food categories that restaurants would want to use.*

**They understand NoSQL's main benefit and seemingly have experience with it from this project.**



# CONCLUSION





# CONCLUSION

- **You should be deployed** and you should invite the audience to both try your application and check out the code you've written on Github (use the weekend).
- A heartfelt statement about how much you learned while working on this application and/or how much you enjoyed working with your teammates will have the effect of making yourself and your team seem hard-working and compassionate.
- Say thank you, obviously.





# REHEARSING





# REHEARSING

- **Rehearsals should be often and many. You should have presented live dozens of times before the big day.**
- **You should take open feedback warmly and iterate your presentation in order to improve each time.**
- **This is a good time for you to get used to using the microphone.**

# PUBLIC SPEAKING

- **Practice with the microphone. Not too close, not too far. Learn to control that hand from gesturing as you talk to keep its position.**
- **Do not speak too fast and do not mumble. Relax!**
- **Do not face the projector. Face the crowd. Your toes should be pointed towards the audience.**
- **Use the space you have, do not stand confined behind the lectern.**

# WHEN NOT SPEAKING

- **Smile, dammit!**
- **Stay in sight. Do not cower behind someone else. Use the space you have.**
- **Have one person "driving" the video at any given time in case you need to pause or play.**

# ASSORTED ADVICE

- Do not use the word **I**; use the word **we**.
- Humor is effective; don't be afraid to use it.
- Prepare yourself to answer a difficult question.  
Brainstorm and anticipate what these questions will be so you will have a great answer seemingly off-the-cuff.

**BE CREATIVE.**

# THE CREATIVE PROCESS

**1. This is awesome**



# THE CREATIVE PROCESS

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2. This is tricky

# THE CREATIVE PROCESS

1. This is awesome
2. This is tricky
3. This is terrible

# THE CREATIVE PROCESS

1. This is awesome
2. This is tricky
3. This is terrible
4. I am terrible

# THE CREATIVE PROCESS

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4. I am terrible
5. This might be okay

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6. Work on minor bugs/desired features