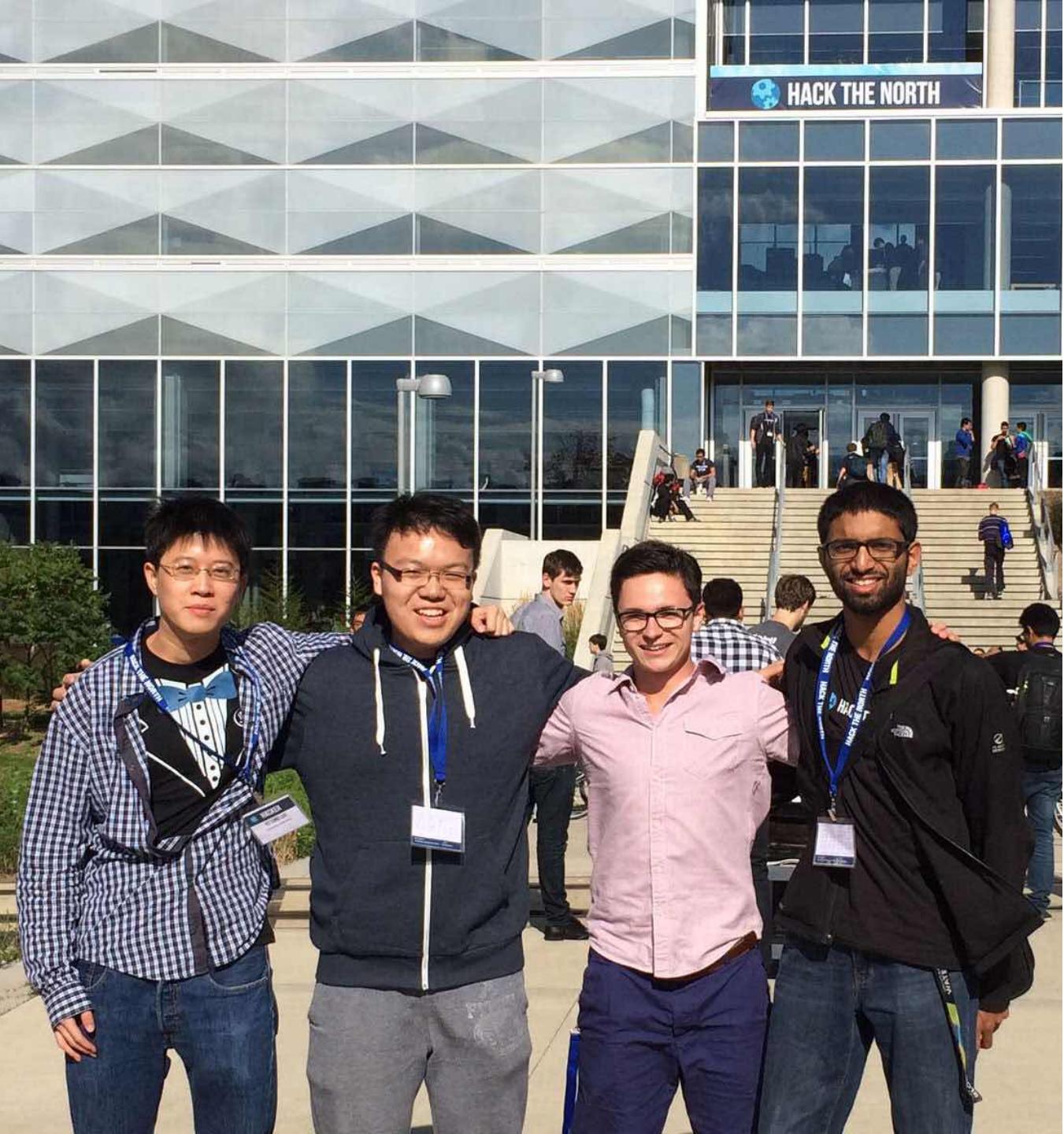


A Hacker's Guide to Doing a Kick-Ass Demo

Brandon Chow and Andrew Paradi



Hack the North '14, '15, '16, '17

- Won Bloomberg API Prize '14
- Co-Founded startup Teknically in 1st Year
Won national pitch competitions,
\$30,000+ in winnings

Brandon Chow

Laurier General Science '18

Digital Marketer at Tech Firms

Andrew Paradi

Software Engineer, Square Cash
University of Waterloo CS '18

A Tale of Two Demos

Calculator Demo

Brandon

<https://ahfarmer.github.io/calculator/>

Square/Misk Demo

Andrew

Past Hackathon Demos

Unreal Engine + Alexa

<https://youtu.be/bM09X75omIQ?t=11m21s>

PENN
APPS



#PENNAPPSXIV

Open Pokemon

<https://youtu.be/p7qKFYH3HLg>



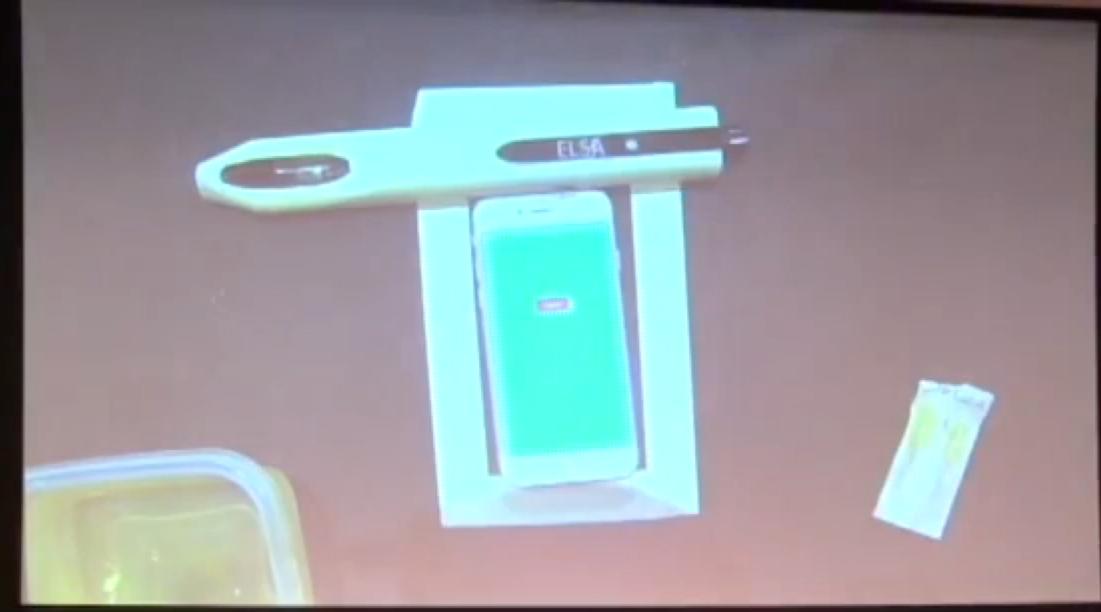
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Elsa

Insulin Software + Hardware Hack

<https://youtu.be/bM09X75omIQ?t=16m21s>

PENN
APPS



ELSA

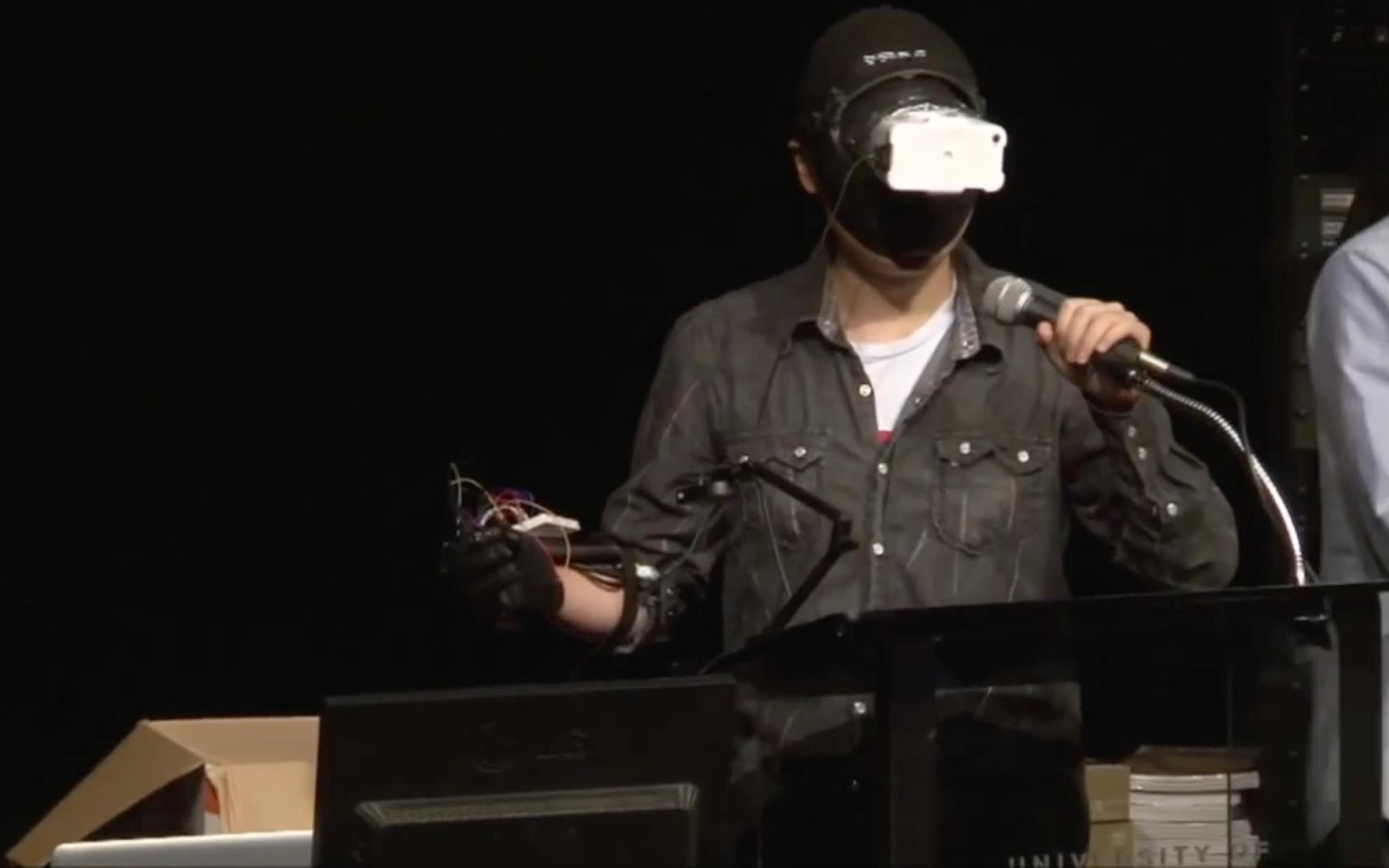
PENN
APPS

PENN
APPS

#PENNAPPSXIV

Silicon Man

https://youtu.be/w_oo4T7tBz8



Sign Lang

<https://youtu.be/1L90pJwStbg>

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A Killer Component To
Include In Your Demo...

A Climax

A Climax

- The culmination of buildup for your demo
- Everyone is excited at that point and GETS it
- Will occur towards the end of your demo
- The intended result: clapping and cheering

A Tale of Two ^{Types of} Demos

Story Driven

- Hacks created with a purpose and vision in-mind
- Framed around helping a specific group of people
- Clear what your reasons for working on the hack are

Novel

- Usually more for entertainment value
- Pushes the limits of your own technical knowledge and those around you
- Always something the audience wouldn't have expected

What if you combined both types...

a novel-story-driven demo!

Analyze the Demos We Saw: Story Driven or Novel

1. Unreal Engine + Alexa
2. Open Pokemon
3. Elsa (Insulin + Hardware)
4. Silicon Man
5. Sign Lang

Analyze the Demos We Saw: Story Driven or Novel

1. Unreal Engine + Alexa [Novel]
2. Open Pokemon [Novel]
3. Elsa (Insulin + Hardware) [Story Driven]
4. Silicon Man [Novel]
5. Sign Lang [Story Driven]

ABC Framework (Hackathon Style)

ABC Framework

- Template you can use for developing your hackathon demo and ultimately “closing” the judges
- Does not have to be followed exactly but gives you a good starting point
- Catered more towards Story Driven hacks

ABC Framework

1. Your Hack in 1 Sentence
2. Who is your hack for?
3. Core problem they face
4. How your hack solves it
5. Hack Tech Stack
 - a. What did you use to build it?
 - b. What was challenging about it?
6. Show how it works
7. Say benefits, not features
8. What does this result in?
 - a. For the end user
9. Close Strong

Practice Your Demo

Go up and practice your demo in our friendly, supportive, and judgement-free zone.

Concluding Thoughts

There is an art to demos
but there is a format to it

Priorities

1A: a “working” hack

1B: ability to demo

Choose which type your hack is:

Story Driven or Novel

ABC Framework

make your demo more exciting to judges

HAVE FUN!

Andrew Paradi

contact@adrw.ch

adrw.xyz

squareup.com/careers



Brandon Chow

me@branchow.com

htn2018demo.adrw.ch
for 7 more demo tips