

SFE – Script for the final event

In this presentation our goal is to present the product we developed through the semester. We intend to focus on why our product is different from the competition and a thought through solution for the problem presented.

0. Problem statement *(1:30 min - 2 slides)*

Showcase of the problem

All the team members will be on stage pretending to be workers of a company. Only 3 of them will have an active voice in the showcase using their respective microphones for that.

Everyone at the same time will run around asking each other questions about a specific event. They will all have conflicting answers to the same questions, and be based on what they were told by different people. Then there will be one multimedia content in the background, at a certain point it will display the correct information in a pleasing way. Orador 1 will point to it and everyone from the team will look, have no more questions and go back to their respective computers with no more chaos. Orador 1 then directs the communication to the public by saying that Connectify emerged with the aim of resolving this kind of problem.

Slide 1: Black Background - To allow the showcasing to occur without the audience getting distracted by the slides;

Slide 2: Content to be used in Showcase - Present the content that will clarify the confusion about the event hour.

1. Company's Objective *(1:30 min - 2 slides)*

Orador 1 will demonstrate that clear communication is a fundamental aspect of good and organized team work that is directly connected to the success of a company. This will demonstrate how our company creates solutions that clearly satisfy the initially designed company vision.

Slide 3: The problem - Present the problem we just faced and how communication is a key point to the success of any company;

Slide 4: Company's goal - Present our company and how the products we design are the solution to this problem. Clearly display the Company Vision and Mission.

2. Product *(3:00 min - 4 slides)*

Orador 1 will present the strong points of our product. It will start with showcasing what we are meant to create. Then the main features that were thought of specifically to guarantee the best user experience.

Slide 5: Product Vision & Business Model - Identify how the product will align with the company mission and vision. Identify the key points that make the product sustainable and ready to be inserted into the market (sell it as a software service for which our company will provide continuous support);

Slide 6: Everything in one product - Our vs the other platforms: explain how this product allows the creation of multiple kinds of content in one single platform. Display the two examples of what our software allows to create (Image of Newsletter and a Web TV Content);

Slide 8: Solutions our product is based on - Present templates, reutilization of content, intuitive interface;

Slide 9: The intuitive UI - Present a sped up version that shows the creation of the content we previously showed in section 0. While the video is playing explain that, according to our client and the metrics we collected, our User Interface is very intuitive and easy to use.

3. Conclusion *(1:00 min - 1 slide)*

Orador 1 explains how we are proud of the product we created, and how we developed a complete robust product. Refer that according to the collected metrics our client is extremely satisfied with the developed software.

Display *QR Code* that redirects the audience to our media contents. One idea is to create a *linktree* page for our company with the following contents: Poster, Product Demonstration Video, Company Media Press Kit and Elevator Pitch.

Slide 10: Inspiring quote to conclude

"Alone we can do so little; together we can do so much." - Helen Keller

This quote captures the essence of our company's vision and mission by emphasizing the importance of teamwork and collaboration. It highlights the idea that by fostering a tight and efficient environment where every team member feels valued and supported, you can achieve great things collectively. The quote also aligns with our goal of providing the best tools for internal communication, emphasizing the power of working together towards a common goal.