

Demo Day Stuff

MIT GSL 2014

Table Displays

- Posters
- Demos
- Handouts

Posters

- Dimensions: A0, 841 x 1189 mm
- High-res PDF or JPEG
- Contents
 - Name of app
 - Team members
 - The problem
 - The solution
 - The business model
- Make graphical instead of textual

Final Presentation

- Timing Details
 - 1 min setup
 - 8 min presentation
 - 10 min Q&A
 - 1 min team changeover
- Contents
 - What is the problem?
 - What is the solution?
 - How are you different? (Competitive advantage, value proposition, etc.)
 - How big is your market?
 - What are your plans to monetize your app? (Business model)
 - What are your next steps after the program? (6 to 12 month pilot plan)

Demo Tips

- Don't do a live demo during your presentation.
- Try not to “wizard of oz” it.
- Pre-recorded videos are good.
- Clearly show how the app is used.

Deadlines

- Thursday at noon: Posters and brochures for editing to Cole
- Monday at noon: Posters and brochures for printing to Cole
- Monday at midnight: Slide decks for editing to Cole
- Wednesday morning: Presentations in front of entire class
- Thursday the 14th at 9:30 am: Demo Day!