

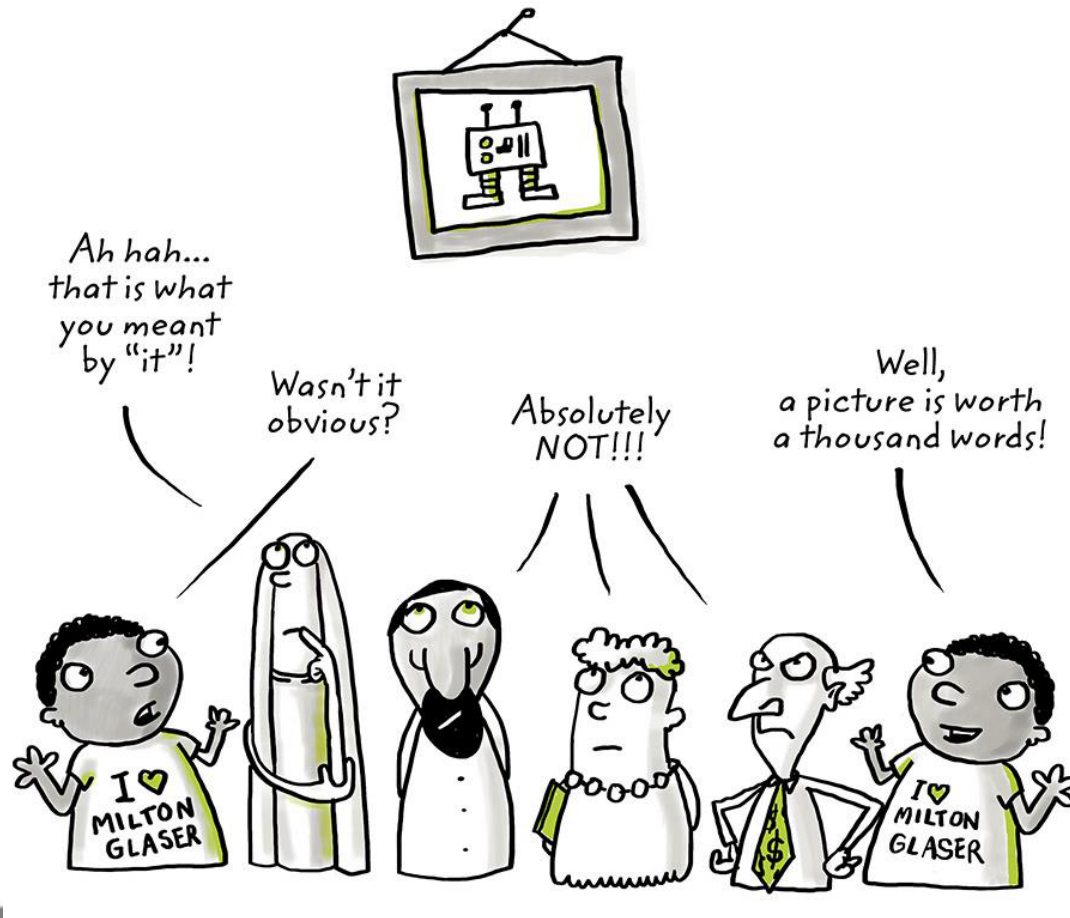
Prototype

Lecture 16L
GSL Peru 2014

Housekeeping

- Attendance is mandatory!
- Unexcused absence will not be tolerated

Picture is Worth a Thousand Words...



Prototype

- Next to cash, a working prototype is King!
- Prototypes are better than PowerPoint presentations

Demonstrate overall value!

- Make a story
- Visually communicate key value propositions
- Do not walk through features!
- Show differentiator - difference between competition and you
- Have mockup/wireframe for parts of the product that's not in the prototype

Demonstration

- Make sure you control the demo - do not let someone else operate the demo
- Be enthusiastic and positive! - If the demo crashes, it is ok.
- Tie prototype back to the business plan

How to be a Demo God!

- Guy Kawasaki

1. Create something worth demoing
2. Do it alone
3. Bring two of everything
4. Get organized in advance
5. Reduce factors that you cannot control
6. Get to it - Keep it short
7. “Do the last thing first” - get to the point
8. Then show the “how”

How to be a Demo God!

- Guy Kawasaki

9. Cut the jargon
10. Don't take questions until the end
11. End with an exclamation point

Source: http://blog.guykawasaki.com/2006/01/how_to_be_a_dem.html

**Practice, Practice,
Practice!**

