

How to make compelling Demos!

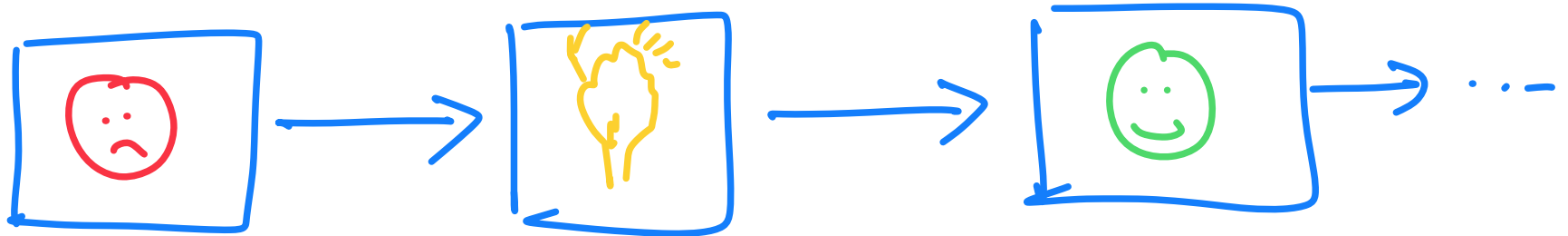
Uyas Sekar

Start with a Story Board

use powerpoint to make a story ✗

. start with "our platform" ✗

Use a whiteboard / pen & paper to draft



Why white board / paper?

Powerpoint / Platforms are terrible mediums

⇒ Engender Complexity

White board /

Paper



"painful to write"



Forces "parsimony"

Distill essence of story

Less noise

No wall of text / simple
visuals.

Cardinal Sin of Demo / Presentation
: Verbosity, clutter, overload.

"I didnt have time to write a short letter
so I wrote a long one instead"
.. Mark Twain.

Demo story Template

PAIN POINTS



User hair
on fire



WTF

frustration
with status quo



aha
moment

SOLUTION



happy
user !

Let us try an interactive exercise



What is pain point for our user?

Who is our user?

Who is in the audience?

Effective
focus on user pain

Customized, understand
user

Specific - 1 - less is
more.
tell a "story"

Ineffective

focus on our tool

generic user scenario

not relevant to customer.

laundry list of scenarios

jump into details

— Customize Pain / frustration story .



eg - M & E $\Rightarrow$.



- fintech



- retail app :

Pick a scenario
that resonates
for them, not
what's easy for
us !!



WTF

frustration
with status quo

What are they using today?

What's broken?

Why don't they like it?

Effective

Pick concrete examples
ideally know customer's
deployment

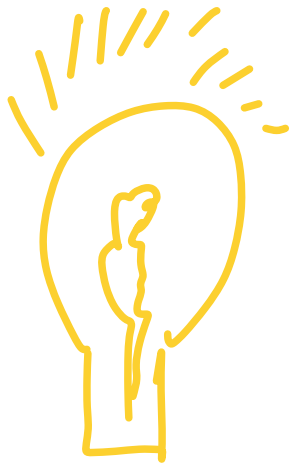
"High order bit"
what's broken,
not laundry list

Ineffective

← Avoid talking about current
tools

Mentioning a lot of low
level details on current
tools

← Spend too much time



aha
moment

What is our USP

What is our silver bullet

Why will this be game changer?

↳ cost?

effort?

accrual?

Effective

Focus on 1-2
compelling bits

30 seconds - cut to
USP! ←

Ineffective

DDDDDDDD
show many features

long demo →



happy
user !

how do we show how they
will be happier using
our product ?

Effective.

Visually obvious
1-2 pts max

Keep it
simple!

Ineffective

Show every cool
thing we have

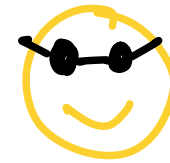
multiple
nuances
D → → → → →

BONUS

Making Effective Slides:

Focus on "Hero", "Declutter", "Hero in Title"

Every slide has 1 Hero
that message is in title



= Message

Draw slide on
white board
first!

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