**Finovate Demo Tips**

As part of the demo process, all companies are required to book a coaching session with Greg Palmer, Finovate's host and resident demo expert. While there's an opportunity for two coaching sessions, many companies' schedules only allow them to book one, which they use for a timed rehearsal with Greg for very specific feedback. As you approach your session with Greg, here are a few high-level tips and tricks to help you prepare your demo.

**Show Format:** Finovate's signature demo format is based on two strict rules:
1. Slides, canned video, and demo mockups (including Figma demos) are <u>prohibited</u>. You must show your technology in a live environment.
2. There is a firm 7-minute time limit. When the timer hits zero, your demo is up whether you're finished or not.

**Core Messages:** 7 minutes is rarely enough time to show everything your technology can do – the audience knows that – but you can capture their interest enough that they want to learn more. Think about the big-picture messages the audience needs to understand to see your value proposition. These are typically less focused on *how* the technology works and more focused on *why* the technology matters.

To figure out your core messages, imagine an attendee writes down three bullet points at the end of your demo. In a perfect world, what do those say? These are the messages you want to build your seven minutes around.

Below are some basic questions to consider. If the audience understands all these pieces, they are more likely to connect with you after your demo.

- Who needs your product?
- Why do they need it?
- What does it help them do now that they couldn't do before?
- What ROI justifies the time, money, and energy it would take to engage with your technology?

**Basic Structure:** There are many ways to use your 7 minutes. For the structure, we suggest (approximately) a 1-minute introduction, 5-minute product demo, and 45-second conclusion, giving you a 15-second buffer before the firm 7-minute deadline. Here are some core principles to keep in mind:

1. Streamlined, compact introduction. The audience wants to *see* your technology first and foremost. The primary goal of the introduction is to briefly introduce yourselves, your company, and your core messages, then get to the technology itself.

2. Reiterate your core messages during the body of your demo. The bulk of your demo will be spent showing the product, but make sure the audience never loses sight of why your technology matters. Look for opportunities to spend 5 - 10 seconds highlighting how what you're showing aligns with what the audience heard in the introduction. If you can do that 3 - 4 times during the body, you will increase the audience's retention of how your technology works and how it can benefit them.

3. The conclusion should largely mirror the introduction. It's not the place for new information or a dramatic big "reveal." Instead, you want to give the audience one last chance to internalize your core messages before ending with a call to action (i.e., "Come see us at our demo stand," or "sign up for our beta group," etc.).

**Example Demo Videos**: Our [video archives](#) are a tremendous resource that we encourage you to check out as you think about your own demo.

**Questions or Concerns?** If you have any additional questions or concerns, please email Madeline ([madeline@finovate.com](mailto:madeline@finovate.com)) or book your coaching session with Greg on the Demo Workspace.