



Tips and Tricks for the BB Comp Showcase

Science Fair-Style Showcase Format

Physical Setup

- Table provided for each team (likely about 48"x18")
- Judges rotate independently, spending 5-15 minutes per project
- Hybrid presentations: 2-3 minute intro pitch + hands-on demo + Q&A

Key Expectations

- Interactive prototype demonstrating:
 - a. User interface
 - b. System architecture
 - c. Progress toward beta product
 - d. History and process of the prototypes/progress
- "Tactile is better" - let judges physically engage with your demo
- Sides are allowed but not required

Scoring Breakdown (2025 Criteria)

Category	Weight	Key Focus Areas
Idea	20%	Market demand, innovation, completeness of concept
Design	30%	Technical architecture, module details, integration feasibility
Demo	40%	Functioning prototype quality, interface clarity, beta readiness
Presentation	10%	Team communication, investor inspiration, demo reliability

Best Practices for Demo Day Success

Prototyping

- Prioritize a *working minimum viable product* over polish (40% of score)
- Example: 2023 winner Pulsera used functional blood pressure sensors in slippers
- If behind schedule:
 - Simplify features
 - Show a scaled-down version with a roadmap

Display Design

- Use tri-fold, posters, or visuals for:
 - Problem statement
 - Technical diagrams
 - Market validation data
- Include QR codes linking to:
 - Demo video, if required (≤ 90 sec if possible)
 - Live prototype interface
- Bring multiple prototype units for judge interaction if it makes sense – especially if it's a two-sided product (think landlord interface and renter interface on two separate devices)

Presentation Strategy

- Structure:
 - a. Hook with a story ("Did you know 500k semi-trucks crash annually?" - Sentinel team 2024) – make it emotional!
 - b. Tell the story of your team journey
 - c. Demo ("Let me show you how it works")
 - d. Business case highlights (≤ 60 sec is usually okay)
 - e. What's next for your team and the project

- Prepare for 3 question types:
 - a. Technical feasibility ("How does your AI model handle edge cases?")
 - b. User desirability ("Why does your customer and/or user want this?")
 - c. Market Viability ("Could this product/service sustain itself in the marketplace?")

Team Coordination

- Assign roles:
 - 1-2 "demonstrators" at table
 - 1 primary presenter
 - Allow for breaks for teammates
- Conduct mock sessions using:
 - Engineering students as technical judges
 - Business majors as investor proxies
 - Work with people who don't know about your project

Tips for Demo Day Showcase Display & Boothing

1. Dress for the Audience and Brand

- Wear attire that aligns with your audience and your product's brand. Business casual is usually safe, but check with organizers and avoid extremes.
- Make sure your clothes are comfortable, tested in advance, and won't distract you or the judges.
- If your team has branded shirts, wear them for a unified, professional look.

2. First Impressions Matter

- Greet judges and visitors warmly as they approach.
- Help them transition from the previous team they were observing.
- Stand up, make eye contact, and offer a confident handshake or introduction.

3. Prepare a Quick, Compelling Pitch

- Open with a memorable story or "big vision" statement to grab attention fast.
- Clearly state the problem, your solution, and the impact in under 60 seconds.

4. Focus on the Demo

- Make your demo interactive and tactile. Let judges "play" with your prototype whenever possible.
- Have a backup video or screenshots in case your live demo fails.

5. Layout Your Table for Flow

- Place your main prototype front and center, easily accessible for hands-on interaction.
- Use vertical displays (posters, banners) near you to communicate key points at a glance.
- Keep clutter to a minimum; only display what supports your story and demo.

6. Use Visuals and Props

- Incorporate diagrams, infographics, and photos to quickly communicate your product's value.
- Use props or physical models to make abstract ideas tangible.

7. Leverage Multimedia

- Have a looping video or animated demo running on a screen to attract passersby.
- Use QR codes to link to your website, demo video, or sign-up page.

8. Practice, Practice, Practice

- Rehearse your pitch and demo until it feels natural. Then practice twice more.
- Prepare for technical glitches; know how to recover smoothly.

9. Be Ready for Questions

- Anticipate tough questions about your product, market, and technology.
- Train every team member present to answer confidently.

10. Tell a Story

- Tie your demo to a real-world pain point and show how your product solves it.
- Use customer testimonials or pilot results if available.

11. Highlight Key Features

- Showcase 3-4 standout features rather than trying to show everything.
- Demonstrate the user journey step-by-step.

12. Keep It Short and Sweet

- Limit your demo to under 5-6 minutes; let visitors ask for more details if interested.
- Avoid jargon and keep explanations simple.

13. Engage the Audience

- Ask visitors questions to involve them in the demo.
- Encourage them to try the product themselves.

14. Show Progress and Momentum

- Display metrics, milestones, or partnerships to show traction.
- If your prototype isn't fully functional, clearly explain what works and what's next.

15. Assign Team Roles

- Designate who will pitch, who will demo, and who will handle questions.
- Be prepared to multitask.

16. Keep Supporting Materials Handy

- Have business cards, one-pagers, or flyers ready to hand out.

- Prepare a slide deck for backup, but don't rely on it.

17. Mind the Details

- Bring all necessary chargers, adapters, and extension cords.
- Have cleaning wipes for your prototype and display.
- Bring water/snacks for your team. Some will be provided, but be prepared!

18. Make Your Booth Inviting

- Avoid blocking your table with chairs or bags.
- Smile and look approachable at all times.
- Have a goodie jar for judges to smile and grab some sugar, if possible.

19. Use Signage Wisely

- Ensure your signage is readable from a distance and not blocking your demo.
- Feature your team name, product name, and a tagline prominently.

20. Stay Enthusiastic

- Show genuine excitement about your product-energy is contagious.
- Rotate team members if needed to avoid fatigue.

21. Be Concise and Clear

- Speak clearly and avoid rambling; judges are on a tight schedule.

22. Adapt on the Fly

- Be flexible if judges want to dive deeper into a specific area.
- Adjust your pitch based on the audience's background and interests.

23. End on a High Note

- Thank visitors for their time and interest.
- Leave them with a memorable closing statement or takeaway.

24. Have fun!

- This is the most important thing. You've worked hard. Let it shine and have a good time!