

Final Pitch & Live Demo – Simulation Project

Each team will deliver a final presentation and live demonstration of their simulation project. This pitch is designed to simulate a client delivery, giving you the opportunity to communicate the project's value, demonstrate the simulation in action, and receive feedback from clients and instructors.

Presentation Requirements

Your group should prepare a **5–8 minute pitch** followed by **2–3 minutes of Q&A**. The pitch must include the following components:

1. **Project Tagline & Introduction**
 - State your project tagline.
 - Introduce the client need, the simulation's purpose, and your **target learners** (who this is designed for).
 - Briefly restate the main learning objectives in simple language.
2. **User Experience Walkthrough**
 - Explain what the user sees and does during the simulation from start to finish.
 - Highlight how key interactions support your learning objectives or client goals.
3. **Live Demo**
 - Show the working simulation and describe key interactions and functionality as they occur.
 - Use a screen mirror or capture video if a live demo is not possible.
 - Point out one or two examples of how the simulation responds to user actions (feedback, success/failure, or guidance).
4. **Design Challenges & Solutions**
 - Discuss what aspects of the project were difficult (technical, design, or coordination).
 - Explain how your team addressed these challenges or adjusted your design based on playtest or client feedback.
5. **Use Case, Recommendations, and Learning Impact**
 - Describe how the simulation could be implemented in training or instruction for your target learners.
 - Briefly suggest how an instructor or client might **check whether learners achieved the goals** (for example, a short quiz, checklist, or performance task).
 - Offer any recommendations for future improvements or next steps if the simulation were to be expanded.

What to Submit

- Presentation slides (**PDF or PowerPoint**)
- Optional: backup video recording of the demo (recommended in case of technical issues)

Client feedback will be collected using a standardized rubric.

Time Limit

- **5–8 minutes** per group for the pitch
- **2–3 minutes** for Q&A

Stay within the time limit so every team has the opportunity to present.

Tips for a Strong Pitch

- Rehearse your presentation to ensure you stay within the time limit.
- Assign roles such as **lead presenter**, **demo operator**, and **support** (for questions, slide advancement, or backup explanation).
- Keep slides visual and relevant — let the **demo** tell most of the story.
- Use clear, non-technical language when explaining the learning goals and use case to the client.
- Be prepared to respond to feedback or questions from the client panel about both the **design** and the **training value** of your simulation.