

Demo Day

Purpose of Demo Day

Demo Day is the culminating event of the THiNK Fellowship Program. It provides fellows with the opportunity to present the solutions they have developed throughout the fellowship to an audience of technical experts, institutional leaders, ecosystem partners, investors, and members of the innovation community.

Beyond celebrating project achievements, Demo Day serves as a platform for technical validation, partnership development, commercialization, and ecosystem integration. It enables fellows to demonstrate the practical value of their solutions while receiving constructive feedback from diverse stakeholders.

Objectives

The objectives of Demo Day are to:

- Showcase fellow projects and achievements.
- Validate the technical readiness of solutions.
- Obtain feedback from institutional and industry stakeholders.
- Introduce projects to ecosystem partners.
- Create opportunities for pilot deployments.
- Promote collaboration between fellows and partners.
- Identify projects with commercialization potential.
- Recognize outstanding fellowship achievements.

Participants

Demo Day brings together a diverse audience representing the THiNK innovation ecosystem, including:

- THiNK Leadership
- Engineering Team
- Research Team
- Product Team
- Community Members

- Government Partners
- Industry Partners
- Investors
- Development Partners
- Universities
- Innovation Hubs
- Media Representatives (where applicable)

Demo Day Agenda

A typical Demo Day follows the structure below:

1. Registration and Networking
2. Opening Remarks
3. Fellowship Overview
4. Keynote Address
5. Fellow Presentations
6. Live Demonstrations
7. Technical Question & Answer Session
8. Mentor Feedback
9. Investor and Partner Feedback
10. Networking Session
11. Awards and Recognition
12. Closing Remarks

Presentation Guidelines

Each fellow is allocated a defined presentation slot and should prepare a professional presentation covering:

- Problem Statement
- Target Users
- Solution Overview
- Technical Architecture
- Live Demonstration
- Validation Results
- Deployment Readiness
- Commercial Potential
- Future Roadmap

Presentations should clearly communicate both the technical and business value of the solution.

Evaluation Criteria

Demo Day presentations are evaluated based on:

Criterion	Description
Innovation	Originality and creativity
Technical Quality	Engineering excellence
Scalability	Ability to grow and serve more users
User Impact	Value delivered to end users
Commercial Potential	Business viability
Ecosystem Fit	Alignment with THiNK ecosystem
Presentation Quality	Clarity, professionalism, and communication

Demo Day Logistics

Successful Demo Days require careful planning and coordination.

Logistical considerations include:

- Venue setup
- Audio-visual equipment
- Internet connectivity
- Presentation computers
- Demo stations
- Recording equipment
- Photography
- Live streaming (where applicable)
- Media coverage
- Registration desk
- Name badges
- Catering and refreshments
- Emergency contacts