

Pearson Demo Days: Agenda

1. Presentation (5 minutes)

Introduction (1 minute)

- Who are you? *Company X from place Y*
- What problem are you solving? *Working with Pearson Team A to solve Problem B*
- Who is your target audience within Pearson and why should they care? *(Make the case about the impact of your innovation, discuss the business opportunity)*

Demo (4 mins)

- Focus on your core innovation
- Intersperse the demo with answers to the following:
- What is it?
- Why did you go this route?
- How was it built?
- How does it work with Pearson content / platforms?
- What makes it innovative / differentiated from other solutions?
- What are the next steps?

2. Presentation Feedback with Catalyst team (10 minutes)

3. Next steps (15 mins): Q&A on next steps re. Demo Day

Discussion between startup and sponsor on how they would like to proceed after Catalyst:

- Continue Pilot with a clear joint agreement on timelines and intended outcomes
- Move to commercial / partnership discussion
- Introduce Catalyst start-up to another part of Pearson

End pilot program