

TEMPLATE 05 · FOR FOUNDERS BUILDING AI PRODUCTS

The 3-minute investor demo: a script for AI products

An investor demo is not a product tour. In three minutes you have to make one person feel one problem, see the product solve it once, and believe it can become a business. Everything else — settings, the admin panel, your architecture — is noise. This script gives you the structure with timings, what to say and what to show, a worked example (CallNote, a fictional product — numbers are illustrative), and the preparation that keeps a live AI demo from going sideways.

1 hour to write, 5 rehearsals

6 segments + prep checklist

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Three rules

1. **One persona, one path.** Pick the single journey that ends in your "magic moment" and cut everything else.
2. **Show, then tell.** Each claim should land on screen within seconds of you saying it.
3. **Rehearse with a timer.** Three minutes means three minutes. Most first drafts run six.

The script, second by second

0:00–0:20 Hook: the problem as a moment

Make them picture one person at one painful moment, with one number.

SAY It's 6 pm. [Persona] has just finished [situation] and now has to [painful task] — [number] minutes, every day.

SHOW Nothing yet, or the "before" screen: the messy doc, the empty CRM, the spreadsheet.

EXAMPLE "It's 6 pm. Maya, an account executive, just finished her sixth sales call today. Now she has to type all six into HubSpot — 40 minutes she doesn't have. So she skips it, and her manager forecasts on stale data."

0:20–0:40 Who and why now

Size the pain and explain why this is possible or urgent now, not five years ago.

SAY [Number] people do this. It costs them [money/time]. Until [shift], it couldn't be automated reliably — now it can.

SHOW Still the "before" screen, or one simple slide with two numbers.

EXAMPLE "Every B2B sales team has this problem — our design partners measured about 6 hours a week of CRM admin per rep. Transcription is solved — but turning a conversation into trustworthy, structured CRM fields only became reliable and cheap this year."

0:40–2:10 Live demo: one path to the magic moment

Before → the AI doing visible work → the user in control → the result landing where they already work.

SAY	Narrate what the user sees and decides, not what the system does internally. Name the magic moment out loud when it happens.
SHOW	Realistic input (not "test 123"). The AI working with visible progress. The user reviewing and approving. The result in the tool they already use.
EXAMPLE	"Maya ends the call. Thirty seconds later, CallNote has a proposed update: next step, new close date, two objections — each with the exact quote from the call. She fixes one field, approves, and... here it is in HubSpot. That's the moment: the CRM is updated before she's even opened it."

2:10–2:35 Proof

Show it works outside your laptop: usage, retention, a quote, or an eval number.

SAY	One or two hard numbers and who they come from.
SHOW	A single proof slide or an analytics screen.
EXAMPLE	"Three design-partner teams, 31 reps, 4 weeks: 68% of calls updated within an hour, 82% of suggested fields approved without edits. Two teams asked to pay before we'd sent a price."

2:35–2:50 Business

Who pays, how much, and why the margin holds as usage grows.

SAY	Buyer, price, cost to serve, expansion path.
SHOW	Pricing line or a one-line unit economics slide.
EXAMPLE	"Sales managers buy it: \$39 per rep per month. AI costs us about \$4 per rep per month at current usage. We land with one team and expand across the sales org."

2:50–3:00 Ask and close

State what you want from this meeting and repeat the one-liner.

SAY	We're raising [amount] to [milestone]. [One-sentence product line again.]
SHOW	Final slide: logo, one-liner, contact.
EXAMPLE	"We're raising \$1.5M to get to 50 paying teams in 12 months. CallNote: your CRM, updated before you open it."

Your script

Time	Segment	What you say	What they see
0:00–0:20	Hook		
0:20–0:40	Who and why now		
0:40–2:10	Live demo		
2:10–2:35	Proof		

Time	Segment	What you say	What they see
2:35–2:50	Business		
2:50–3:00	Ask and close		

Prep checklist for a live AI demo

- ☐ **A recorded backup video of the exact path** BLOCKER
Same narration. If anything breaks, switch without apologizing.
- ☐ **A seeded demo account with realistic data** BLOCKER
Real-looking names and content, no "Lorem ipsum", no other customers' data.
- ☐ **A deterministic path for the AI step** BLOCKER
Pre-tested input, low temperature, and a cached response ready if the provider is slow.
- ☐ **No login, onboarding or settings on screen**
Start already logged in, on the "before" screen.
- ☐ **Screen ready for sharing**
Notifications off, bookmarks bar hidden, 125% zoom, one browser tab, dark mode off unless it's your product's default.
- ☐ **No live typing of long prompts**
Paste or use a prepared input. Typing kills 20 seconds.
- ☐ **A sentence ready for the weird output**
"That's exactly why the user approves every change" — and move on.
- ☐ **Five timed rehearsals, one in front of a stranger**
Cut whatever makes you run over.

Questions investors ask about AI products — prepare one-sentence answers

1. "What happens when OpenAI (or Google, or Microsoft) ships this?" — your answer is workflow, data, distribution or trust, not the model.
2. "What does each task cost you, and what happens at 10× usage?" — cost per task, margin, and your plan to keep it.
3. "How do you know the output is good?" — your eval set, acceptance rate and how a bad answer is caught.
4. "Whose data is it, and can you use it?" — permissions, privacy posture, what improves over time.
5. "Why you?" — the unfair insight or access your team has.

Common mistakes

- Touring every feature instead of finishing one path.
- Explaining the architecture, the model or the prompt before showing the result.
- Starting on a login screen, an empty dashboard or settings.
- Apologizing for the UI or saying "this part is still rough".
- Ending on a feature instead of the ask.

Want this done for you?

Stepikin Studio designs and builds AI products end to end and ships MVPs in weeks. Get an estimate: stepikin.com/estimate · Book a call: vizi.club/book/aleksey_stepikin