

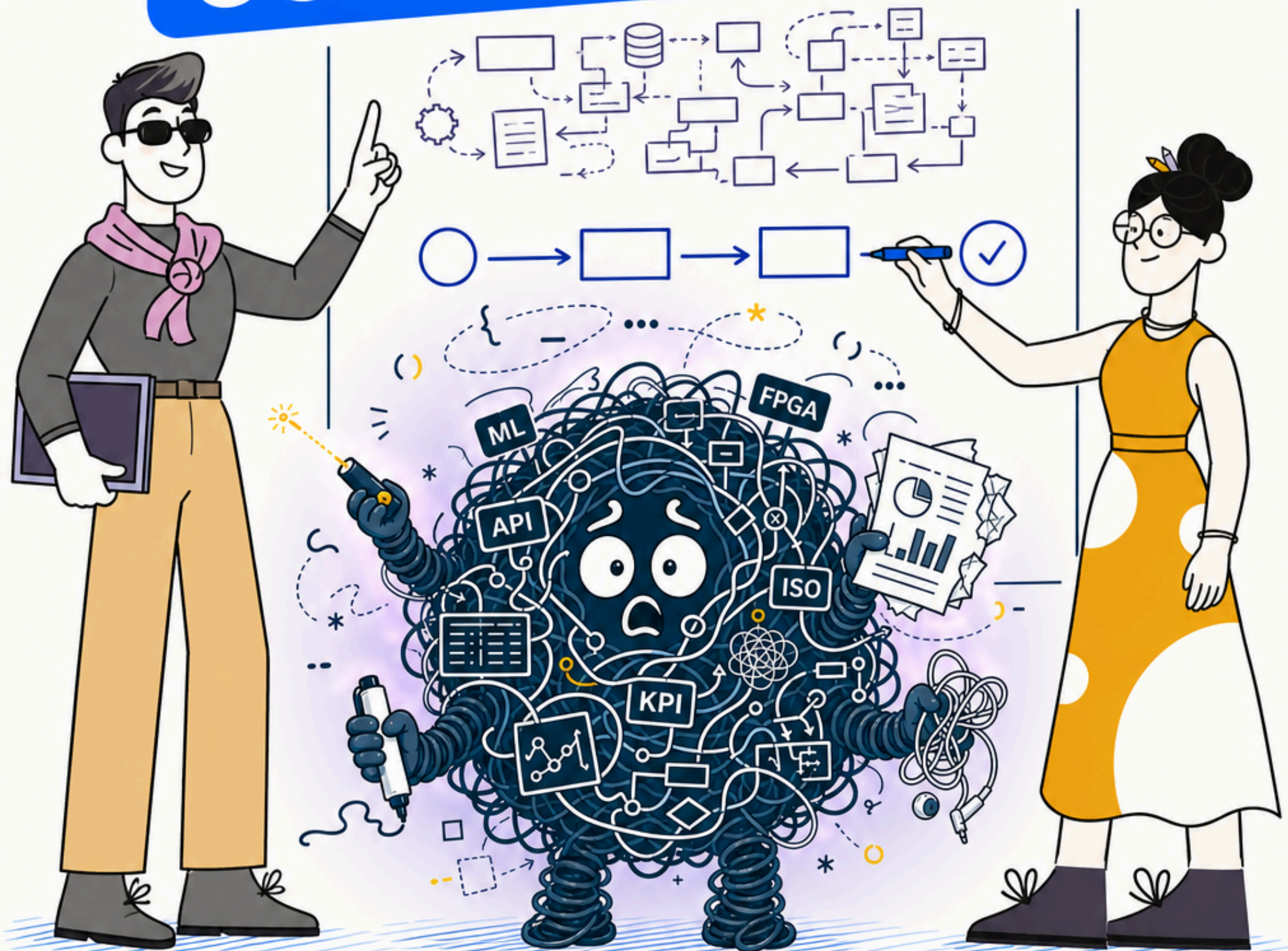
# How to Turn a

# 10-Minute

# Technical Demo

Into a

# 60-Second Story

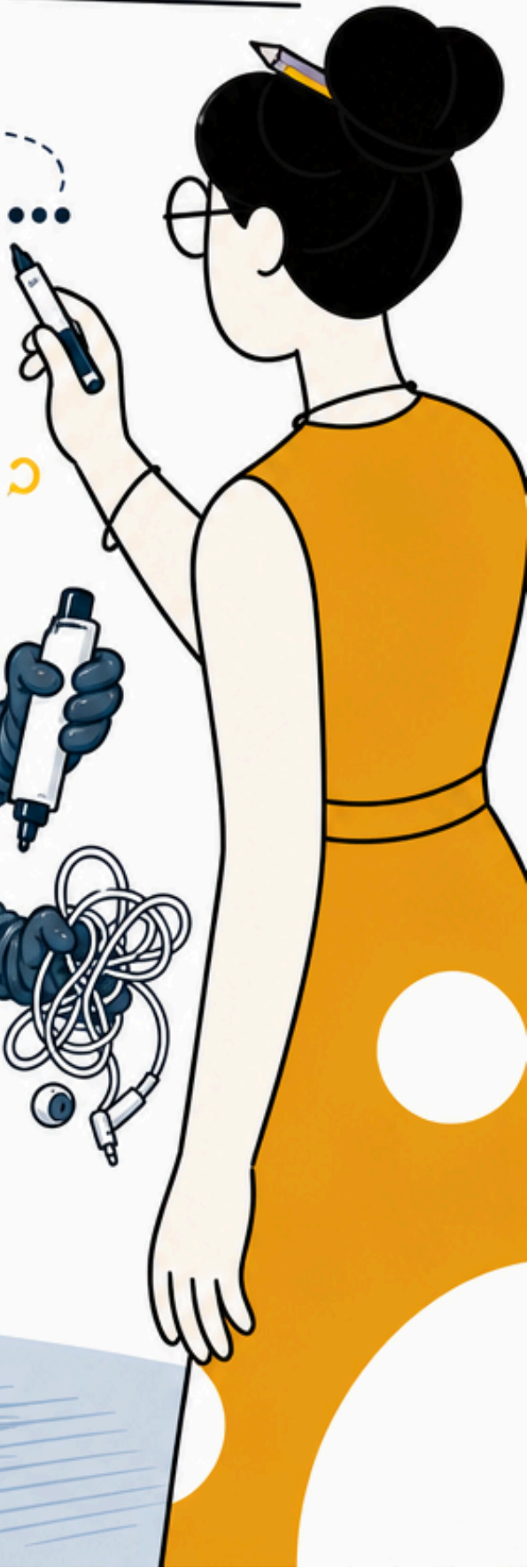
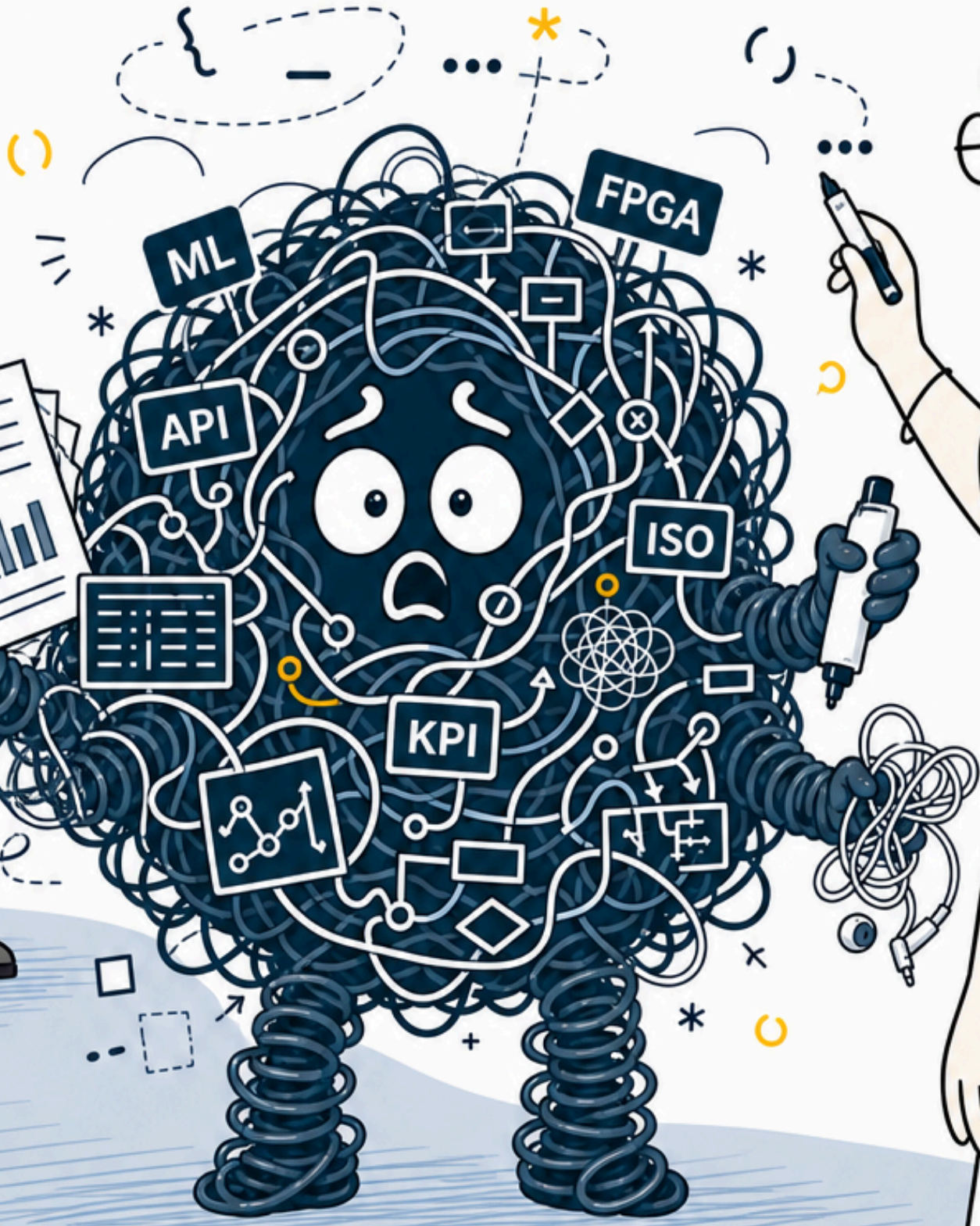


**MONDAY MORNING**

☐ RECONCILE SALES DATA  
☐ CHECK BILLING

3 HOURS

**MISMATCH FOUND WEDNESDAY !**



# THREE-BEAT ARC

①

FRUSTRATION



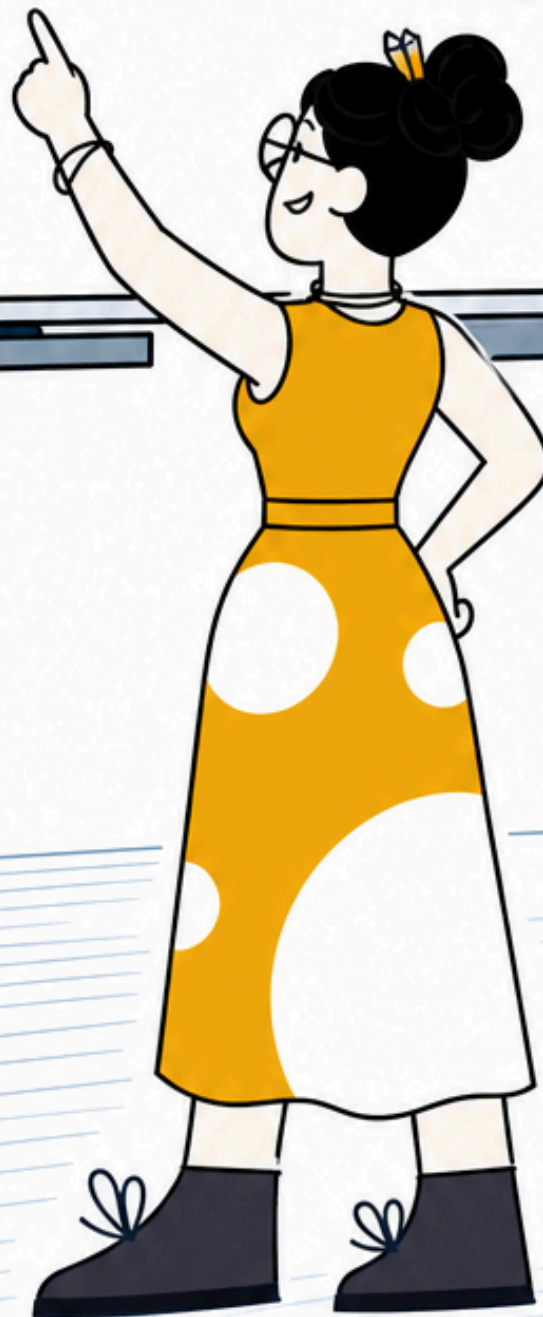
②

TURNING POINT

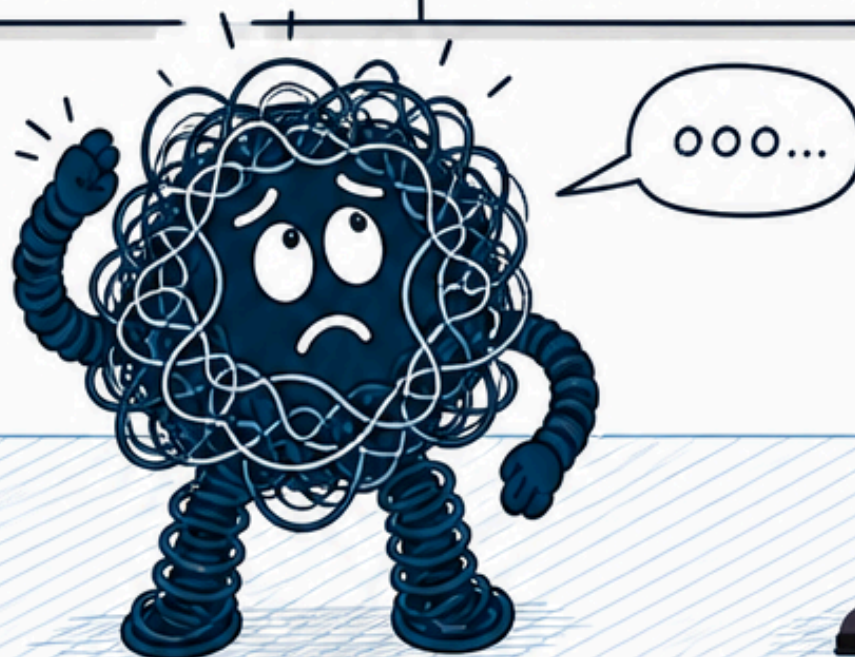


③

RELIEF



TECHNICAL	OUTCOME
<del>Bi-directional API integration</del>	Your two systems finally talk to each other
<del>Real-time data synchronisation</del>	What changes in one place updates everywhere, instantly
<del>Role-based access controls</del>	Your clients only ever see what they're supposed to see
<del>Automated exception flagging</del>	It tells you when something's wrong before your client does
<del>Multi-tenant SaaS architecture</del>	Every firm gets their own secure, separate environment
<del>ML-powered anomaly detection</del>	It notices patterns your team would miss at 2am



# FIND THE ONE MOMENT THAT MAKES THE PRODUCT VISUALLY OBVIOUS

THIS IS THE MOMENT.

CIRCLE IT. MAKE IT THE STAR.

5-SECOND CLIP

Regulator Report



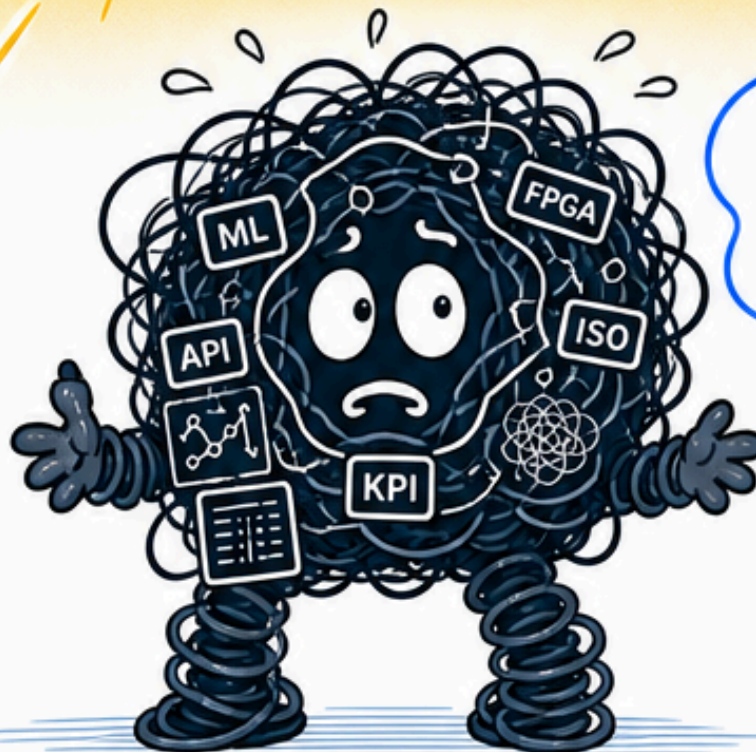
Total Findings	0	→	0
Status	Pending	→	Complete
Compliance Score	62%	→	100%

REPORT GENERATED

0:00

0:05

SMALLER FOCUS...  
LESS NOISE...



# End on a consequence, not a capability

## CAPABILITY ENDING:

"...and the system supports custom export formats for all major compliance frameworks."

## CONSEQUENCE ENDING:

"...which means your compliance officer stops spending the last week of every quarter buried in spreadsheets, and starts spending it on the clients who actually need her attention."



# Putting it together: a 60-second script template



0-10

## The wound:

"[Job title] at [company type] spends [time or frequency] doing [painful task]. It's [specific cost: time, money, risk, stress]. And [consequence of not fixing it]."



10-30

## The turning point:

[Product name] [one concrete action it takes] the moment you [simple trigger]. It [what it does in plain language] so you don't have to.



30-50

## The centerpiece moment:

Show — or describe visually — the single most visceral thing your product does. This is your "watch what happens" beat.



50-60

## The consequence:

Which means [specific person] can [specific better thing they now do], instead of [specific painful thing they no longer do].



60-Second Script Template

0-10 The wound:

10-30 The turning point:

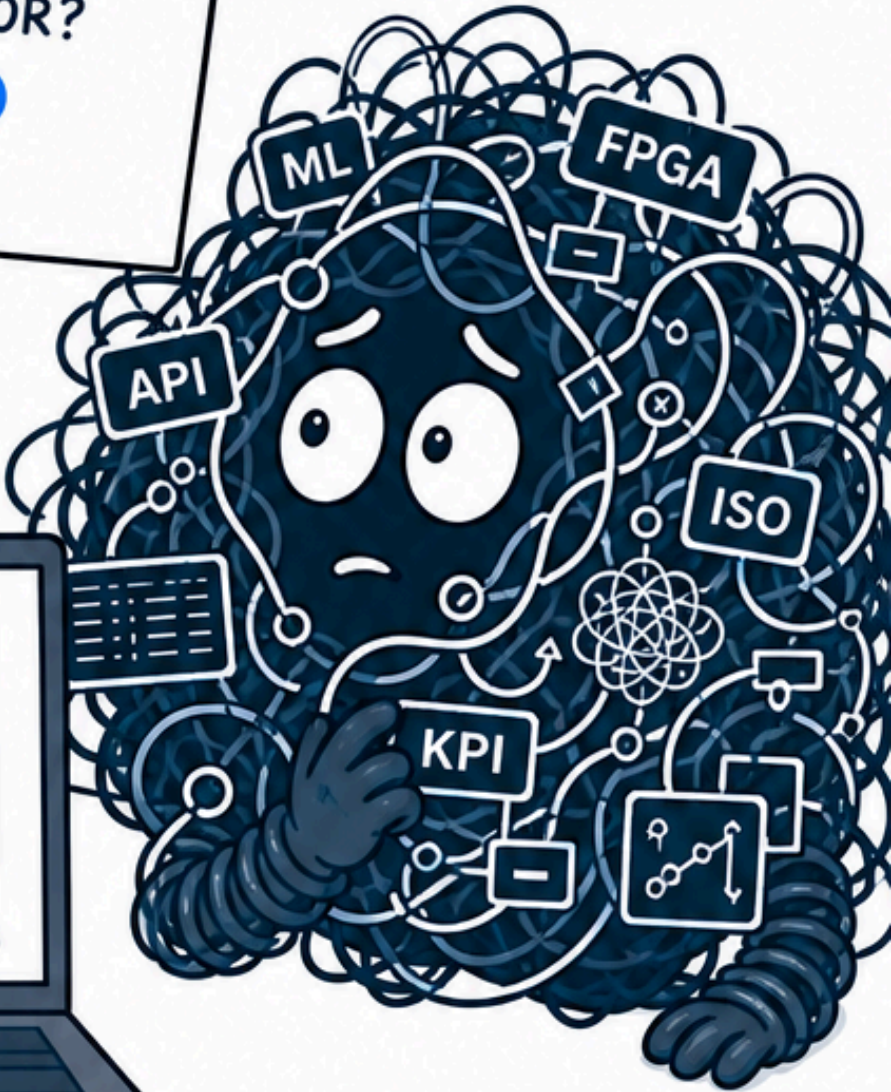
30-50 The centerpiece moment:

50-60 The consequence:





WHAT DOES THIS  
PRODUCT DO,  
AND WHO IS  
IT FOR?  
?



# One more thing

Compressing a 10-minute demo into 60 seconds is a skill. It takes several drafts. The first version will almost always be too long, too technical, or too product-focused rather than buyer-focused. That's normal.

It's also worth noting that this approach is optimised for early-stage, top-of-funnel conversations with non-technical decision-makers. Technical buyers, procurement evaluations, and later-stage security reviews will often warrant a different approach — one where more depth is expected and appropriate. The **60-second story is a key, not a master key.**

What you're building is not a shorter demo. You're building a different artefact entirely — one that **earns the right to a longer conversation** by first making the buyer feel like the problem is understood. The full demo is still there. The 60-second story is just the key that **opens the door.**

If you're building a technical product solo and you want help turning your demo into a story that works with non-technical buyers, investors, and partners, [Infrairis](#) offers this as a service. We work with founders who are deep in their product and need help compressing it into something a non-technical buyer can act on.



