META-META Club

WORKBOOK · MODULE 4 OF 4

Final week · Demo Day

Client Studio. Present in public. Demo Day is also a buyer and partner event.

Fellowship | 4 lessons | ~5 h | 4-question practice quiz | Notes pages

IN THIS MODULE

Final week · Demo Day

Present in public. Demo Day is also a buyer and partner event.

#	LESSON	TYPE	TIME	DONE
4.1	Demo Day	LIVE	60 min	☐
4.2	Case study	PROJECT	90 min	☐
4.3	Capture video	PROJECT	90 min	☐
4.4	Portfolio page	PROJECT	60 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 4.1 · LIVE · 60 MIN

Demo Day

Present your shipped project to the room in Nairobi and to people online. You leave having shown real work, in public, to people who may hire, commission or back you.

Key points

What Demo Day is

Demo Day closes the Fellowship. It is also a buyer and partner event, so the audience includes people looking for builders.

Only show client work the client has cleared for public view. If a client says no, show your process, a sanitised version or a short sequence they approve.

The five-minute demo

1. **Hook, 30 seconds:** who it's for and the problem, in one line.
2. **Live demo, 3 minutes:** the work running. A headset cast, a live link or a tight capture.
3. **How we made it, 1 minute:** one smart decision, including how you used AI and where a person made the call.
4. **Close, 30 seconds:** what it achieved for the client and where to see more.

Rehearse like it matters

Live demos break. Plan for it.

- Rehearse the full five minutes at least three times, with a timer.
- Have a recorded capture ready as a backup.
- Charge every headset. Test casting on the venue network and online.
- Decide who speaks and who drives the demo.
- Prepare two answers: "How long did it take?" and "Could you do this for us?"

Steps checklist

- [ ] Write your five-minute script using the shape above.
- [ ] Build your backup capture.
- [ ] Do a tech run in the room and on the online stage.
- [ ] Rehearse with another team and swap notes.
- [ ] Present on the day. Stay after for questions.
- [ ] Note every person who asked for follow-up, with their permission.

SHIP IT

Your five-minute demo, delivered, and a follow-up list of people who asked to stay in touch.

- [ ] Shipped. Link or file: _____

Check yourself

1. Can you deliver the demo in five minutes even if the live build fails?

2. Is everything you show cleared by the client?

3. Did you name one decision a person made, not only what the tools did?

LESSON 4.2 · PROJECT · 90 MIN

Case study

Write up the brief, the process and the result as a case study someone can read in five minutes. You leave with a case study ready for your portfolio page.

Key points

What makes a case study work

A case study is a story with proof. It shows a reader how you think, not only what you made.

Readers skim. Lead with the result, then earn it.

Structure

Writing rules

- Short sentences. Plain words.
- Specific beats impressive. "Cut load time by half by baking lighting" beats "optimised performance".
- Don't invent outcomes. If the client hasn't measured something, don't claim it.
- Get the client's approval before naming them or showing their material.

Steps checklist

- [ ] Pull together your brief summary, scope, crit log and captures.
- [ ] Draft the case study using the structure above.
- [ ] Choose one hero image and up to three supporting images or clips.
- [ ] Cut the draft by a third.
- [ ] Send it to the client for approval, with any names or figures highlighted.
- [ ] Get one crit from your team or a bench mentor.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A client-approved case study of roughly 400–700 words with images and full credits.

- [ ] Shipped. Link or file: _____

Check yourself

1. Does the first paragraph tell a reader what you made and for whom?

2. Is every outcome you mention true and cleared?

3. Does the case study show one decision only a person with taste would make?

LESSON 4.3 · PROJECT · 90 MIN

Capture video

Record your project as a short capture video in 16:9 for the web and 9:16 for phones. You leave with two clean cuts you can post and send.

Key points

Why capture matters

Most people will never put on your headset or open your build. They'll watch a clip.

Capturing from a headset

On Quest 3 or 3S you can record from inside the headset with the built-in recording, or cast to a phone or computer and record there. Built-in recordings from a headset come out in a landscape frame, so plan your 9:16 crop around the centre of view.

Headset footage looks shaky because heads move. Move slowly.

Capturing from a browser or editor

Use your operating system's screen recorder or a dedicated recording app at the highest resolution your machine allows. For scripted fly-throughs, a camera path in Blender or Unity gives smoother results than recording yourself flying.

The two cuts

- **16:9, 60–120 seconds:** the full story. Open with the strongest shot, show the key interaction, end on the result and a title card.
- **9:16, 15–30 seconds:** one idea. Strong first second. Keep important things in the centre of the frame. Add burned-in captions, since many people watch with sound off.

Steps checklist

- [ ] Write a shot list of five to eight shots.
- [ ] Clean the scene: hide debug text, fix anything that flickers.
- [ ] Record each shot two or three times.
- [ ] Edit the 16:9 cut in any video editor. Add a title, music you have rights to, and captions.
- [ ] Reframe a 9:16 cut from the same footage.
- [ ] Watch both on a phone before you export finals.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

Two exports, 16:9 and 9:16, with captions and a credits card, saved to your project folder.

- [ ] Shipped. Link or file: _____

Check yourself

1. Do the first two seconds of the 9:16 cut make someone stop scrolling?

2. Do you have rights to every piece of music and footage?

3. Is the client happy for this footage to be public?

LESSON 4.4 · PROJECT · 60 MIN

Portfolio page

Publish your Fellowship work on a portfolio page on metametaclub.com. You leave with one link you can send to anyone who asks what you build.

Key points

What goes on the page

- **Your name and discipline**, in one line.
- **The project:** hero image or clip, one-paragraph summary, link to the full case study.
- **Your role:** exactly what you did on the team.
- **The capture video:** 16:9 embedded, 9:16 linked.
- **A live link** to the build, if the client allows it.
- **Credits:** teammates, sources, licences, AI tools used.

Permissions first

Everything on the page must be cleared. Check three things:

1. The client has approved the project being shown, and how it is named.
2. Every teammate agrees to how the team and roles are described.
3. Anyone who appears in images or video has agreed to be shown.

If something isn't cleared, leave it off. A smaller true page beats a bigger risky one.

Writing for the page

Keep it short. Visitors decide in seconds.

Steps checklist

- [ ] Collect your final assets: hero image, captures, case study, credits.
- [ ] Write the one-paragraph summary and your role line.
- [ ] Run the permission checks above and note who confirmed each one.
- [ ] Submit the page content through the Fellowship process.
- [ ] Review the preview on a phone and a laptop.
- [ ] Share the link with your follow-up list from Demo Day.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A live portfolio page with your project, your role, the capture video and full credits.

- [ ] Shipped. Link or file: _____

Check yourself

1. Is every image and name on the page cleared?

2. Can a stranger tell what you did, not just what the team made?

3. Does the page load and read well on a phone?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. What is the backup plan for a live demo?

(A) Apologise and skip it
(B) A recorded capture of the same demo
(C) Describe it with slides
(D) Ask the audience to try later

2. Demo Day outcomes such as jobs, clients and funding introductions are…

(A) Guaranteed for every fellow
(B) Routes, not guarantees
(C) Paid out as prizes
(D) Only for the top team

3. For a 9:16 cut, what matters most?

(A) The full three-minute story
(B) A strong first second, centred framing and captions
(C) Showing the credits first
(D) Matching the 16:9 cut exactly

4. Something on your portfolio page isn't cleared by the client. What do you do?

(A) Post it and ask later
(B) Blur it slightly
(C) Leave it off
(D) Credit the client and post it

ANSWER KEY

Answers and why

1 · B A recorded capture of the same demo

Live demos break. A recorded capture lets you finish the five minutes regardless.

2 · B Routes, not guarantees

Demo Day opens routes. The work has to earn the follow-up.

3 · B A strong first second, centred framing and captions

Vertical clips are watched fast, often with no sound. Hook early, keep the subject centred, caption it.

4 · C Leave it off

A smaller true page beats a bigger risky one. Only cleared work goes public.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP