

**DEADLINE EXTENDED!**

# DEMO DAY #2



Registration & Submission  
**7 Nov - 5 Dec 2022**

Pitching Dates  
**14 - 15 Dec 2022**

Virtual  
**Discord**



Organised by



Co-organised by



moledao.io



Discord



Twitter





# Welcome

Thanks for your interest in Moledao's Second Demo Day. Find out more about Demo Day here. Meanwhile, please feel free to reach out to us via Discord if you are facing any issues. We're more than happy to assist you!

Register and submit your project from 7 Nov - 5 Dec 2022.

[Register & submit my project](#)

## Moledao Social Media Channels

Follow us on our social media to receive further updates on this Demo Day and join our community!

Discord



Twitter



Moledao Demo Day #2 is co-organised with Cabin VC. A venture capital fund & A network of global resources.

Cabin VC is centered on investment and side supported by media networks and hardware ecosystem. Cabin VC committed to the research of blockchain technology and its various applications.

**Find out more about Cabin VC here:**

Medium



Twitter



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# Overview

## What is Demo Day?

Demo Day is a day that refers to project showcases organized by an incubator, accelerator, or in our case, community (Moledao), whereby the founders can pitch their projects to investors & advisors in the hope of securing investment and potential mentorship.

## Why Demo Day?

On top of large-scale global hackathons, smaller events, such as Demo Days, are also indispensable in developing the blockchain ecosystem. Many new Web 3.0 projects need more channels to gain access to funding, human resources, networking and other resources.

We believe that all individuals have the right to be empowered and to have their potential realised and maximised. Having a lack of connections and resources should not stop anyone from realising their aspirations. In doing so, we can benefit the blockchain space. Demo Day is one step to achieving this vision.

Check out the highlights of our First Demo Day here!

**Medium Article**  
<https://moledao.medium.com/demo-day-shortlisting-is-over-which-project-has-caught-your-eye-10056ac00746>

**Youtube Video**  
<https://www.youtube.com/watch?v=Mt0vPZ2n9Q>

**Demo Day Carnival**  
<https://mirror.xyz/1u6Btc03a20892f-474d0e8e8e2036A86cC2FC097/nbD9gKXfPj6unFbO2SVIEmRLVm-F7AmVuk0mH4U>

**Twitter**  
[https://twitter.com/moledao\\_io/status/1574937385099356210](https://twitter.com/moledao_io/status/1574937385099356210)

## When will Demo Day be held?



**MoleGather: Demo Day Season 2**  
14 & 15 December, Discord

Demo Day Season 2 will be a public event, and we warmly welcome all startup projects and investors in Web 3.0 to participate.

## How to participate?

### For Projects

Register your interest and submit your project here: <https://forms.gle/yXUcyuqAbV8muHieA>



### For Sponsors & Judges

If you are interested in collaboration and/or sponsorship opportunities, feel free to reach us: <https://forms.gle/CwoSk29e7NPbgz5o9>

If you are approved as a sponsor or/and judge for this demo day, a confirmation email will be sent to you via Moledao official email [hello@moledao.io](mailto:hello@moledao.io)



### For General Viewers

You can join the online Demo Day via the event's link that will be provided on the day closer to the event.

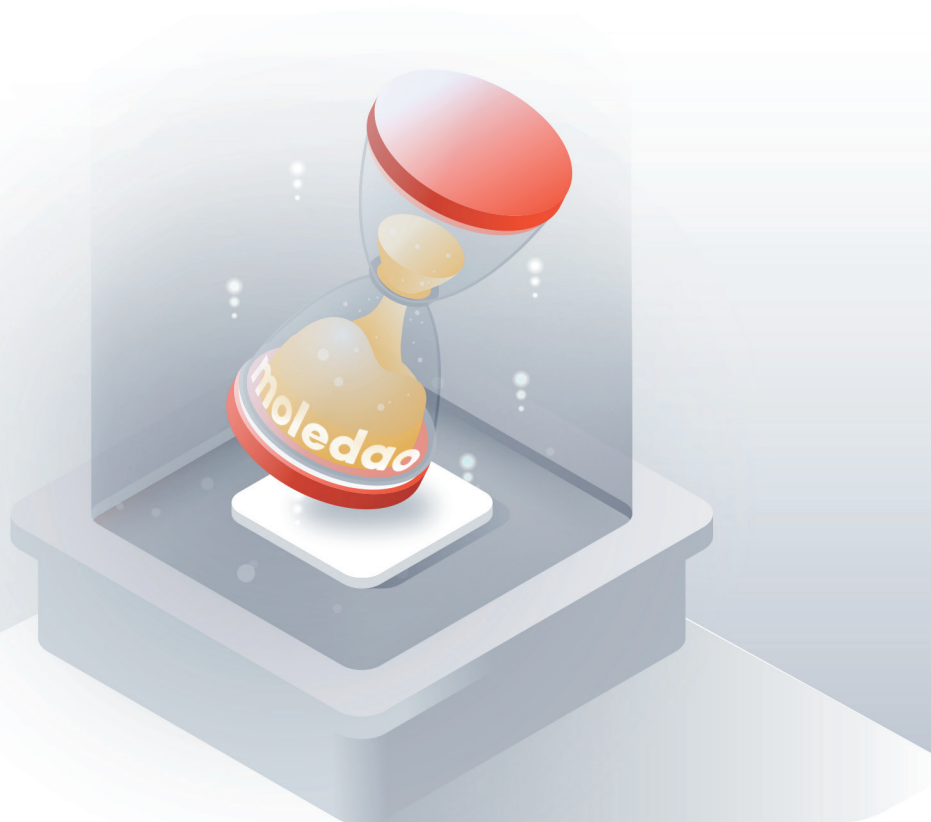


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# Schedule

Event	Duration	Start <sup>(GMT+8)</sup>	End <sup>(GMT+8)</sup>
Registration, Submission & Talent Matching	29 days	07 Nov 2022 00:00	05 Dec 2022 23:59
Shortlisting	7 days	01 Dec 2022 00:00	07 Dec 2022 23:59
MoleStarters' Pitching Day	2.5 hours	14 Dec 2022 15:00	14 Dec 2022 17:30
MoleUnicons' Pitching Day	2.5 hours	15 Dec 2022 21:30	15 Dec 2022 23:59



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# Judging Criteria

Projects will be judged based on the following criteria on a scoring system from 0-10 points:

## 1. Technical Aptitude (20%)

- 0 - Project has no technical accomplishment at all, not even a GitHub link
- 5 - Project has done some technical work but lacks key features for use
- 10 - Project is very technically sound, in terms of what it set out to do, and accomplishes it with features

## 2. Creativity (20%)

- 0 - Project shows 0 creativity, e.g., it is an exact copy of something else
- 5 - Project shows some innovation and creativity that distinguishes itself in an interesting way for users
- 10 - Project shows extreme creativity, few, if any, other projects in the market are doing anything similar

## 3. Utility / Playability (20%)

- 0 - Project has very little utility, and cannot be used or played at all if fully built
- 5 - Project can be used or played to some degree, but there are some issues that limit this
- 10 - Project has a lot of useful applications or is very enjoyable as a game

## 4. Design (20%)

- 0 - Project has little to no design elements shown, there is not even a mockup, it is pure code
- 5 - Project shows some elements of design e.g. a simple UI, and artistic elements
- 10 - Project shows excellent design thinking in terms of the whole user flow, user experience and/or aesthetics and embodies it in the visuals

## 5. Presentation (20%)

- 0 - Project is poorly presented, presenters read it off a script in a monotonous voice
- 5 - Project is competently presented; presenters show the main features and goals of the project, but might be lacking in certain elements of delivery
- 10 - Project was very well presented, engages the audience as well as showcases the benefits of the project



# Pitching day schedule

We are excited to share with you more details on MoleGather: Demo Day Season 2 in Moledao!

## Mole Starter



**14 Dec 2022**  
**3:00 PM~5:30 PM** (GMT+8)

## Mole Unicorn



**15 Dec 2022,**  
**9:30 PM~11:59 PM** (GMT+8)

## Day 1

14 Dec 2022, Wednesday

3:00 PM ~ 3:10 PM

### Opening Ceremony and Speech from Sponsor

1 Sponsor

3:10 PM ~ 4:10 PM

### Demo and Q&A

(10min pitch + 5min Q&A) by 4 teams

T1 T2 T3 T4

4:10 PM ~ 4:20 PM

### Break + Speech from Sponsor

1 Sponsor

4:20 PM ~ 5:20 PM

### Demo and Q&A

(10min pitch + 5min Q&A) by 4 teams

T5 T6 T7 T8

5:20 PM ~ 5:30 PM

### Point Tabulation & Announcement of Results

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## Day 2

15 Dec 2022, Thursday

9:30 PM ~ 9:40 PM

### Opening Ceremony and Speech from Sponsor

1 Sponsor

9:40 PM ~ 10:40 PM

### Demo and Q&A

(10min pitch + 5min Q&A) by 4 teams

T1 T2 T3 T4

10:40 PM ~ 10:50 PM

### Break + Speech from Sponsor

1 Sponsor

10:50 PM ~ 11:35 PM

### Demo and Q&A

(10min pitch + 5min Q&A) by 3 teams

T5 T6 T7

11:35 PM ~ 11:45 PM

### Point Tabulation + Speech from Sponsor

1 Sponsor

11:45 PM ~ 12:00 AM

### Announcement of Results + Closing Ceremony

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# General FAQs

## 1. Who can participate in Demo Day?

We welcome developers and non-developers, of all skill types and levels. All you need to do is sign up for our Demo Day if you have started building your project. If you don't have a full team to start the project, don't worry. There will be a streamlined team formation process to help you find talent to join your project team. We are open to all developers, new and existing, into our ecosystem!

## 2. How can I participate?

You may register for the Demo Day on the Moledao website. It will be the main platform that covers registration to project submission.

## 3. Is there a cost to participate in the first Demo Day?

The first demo day is 100% free for all attendees.

## 4. I am based outside of Singapore, can I still participate in Demo Day?

Yes. Demo Day will be held online and it's a global event.

## 5. How many people can be on the team?

There is no restriction on the number of team members. You can team up with software developers and talent from any country, or with any type of experience! Join our Discord to find your fellow teammates. This is where you can introduce yourself with your skills and experience and describe what kind of project you are building.

## 6. What are the criteria for Early Mole Projects (MoleStarters)

- Projects founded in less than 6 months AND
- Projects that have not received any funding, or have less than \$100,000 USD in funding either through a token launch or private investments, etc

## 7. What are the criteria for Mature Mole Projects (MoleUnicorns)

- Projects founded for at least 6 months OR
- Projects have received funding of at least \$100,000 USD through token launch, NFT sales, private investments, etc. OR
- Projects have entered the market and been used by some customers

## 8. What languages can be used

- All submission documents shall be written in English
- Pitching in English is mandatory for MoleUnicorn projects



# About Moledao

We believe that all individuals have the right to be empowered and have their potential realised and maximised. Having a lack of connections and resources should not stop anyone from realising their aspirations. In so doing, we can benefit the blockchain space.

All blockchain enthusiasts can learn about the latest developments in the industry at Moledao. With the help of experienced pioneers and innovators, we hope to build a community to connect and develop budding entrepreneurs in this space, facilitating collaborative efforts towards building the Web 3 ecosystem.

## We aim to: BUIDL, GROW, and Empower.

### **BUIDL**-ing a blockchain community

Connecting global blockchain enthusiasts through hackathons, networking events, and sharing.

### **GROW**-ing the blockchain ecosystem

Growing blockchain talent pool and quality projects with industry partnerships and collaborations.

### **EMPOWER**-ing blockchain enthusiasts

Empowering global blockchain talents and enthusiasts through providing blockchain resources.



## Moledao Social Media Channels

Follow us on our social media to receive further updates on this Startup Camp and join our community!

**Twitter** [https://twitter.com/moledao\\_io](https://twitter.com/moledao_io)

**Discord** <https://discord.com/invite/5m4w49uXJg>

**Telegram** <https://t.me/moledao>