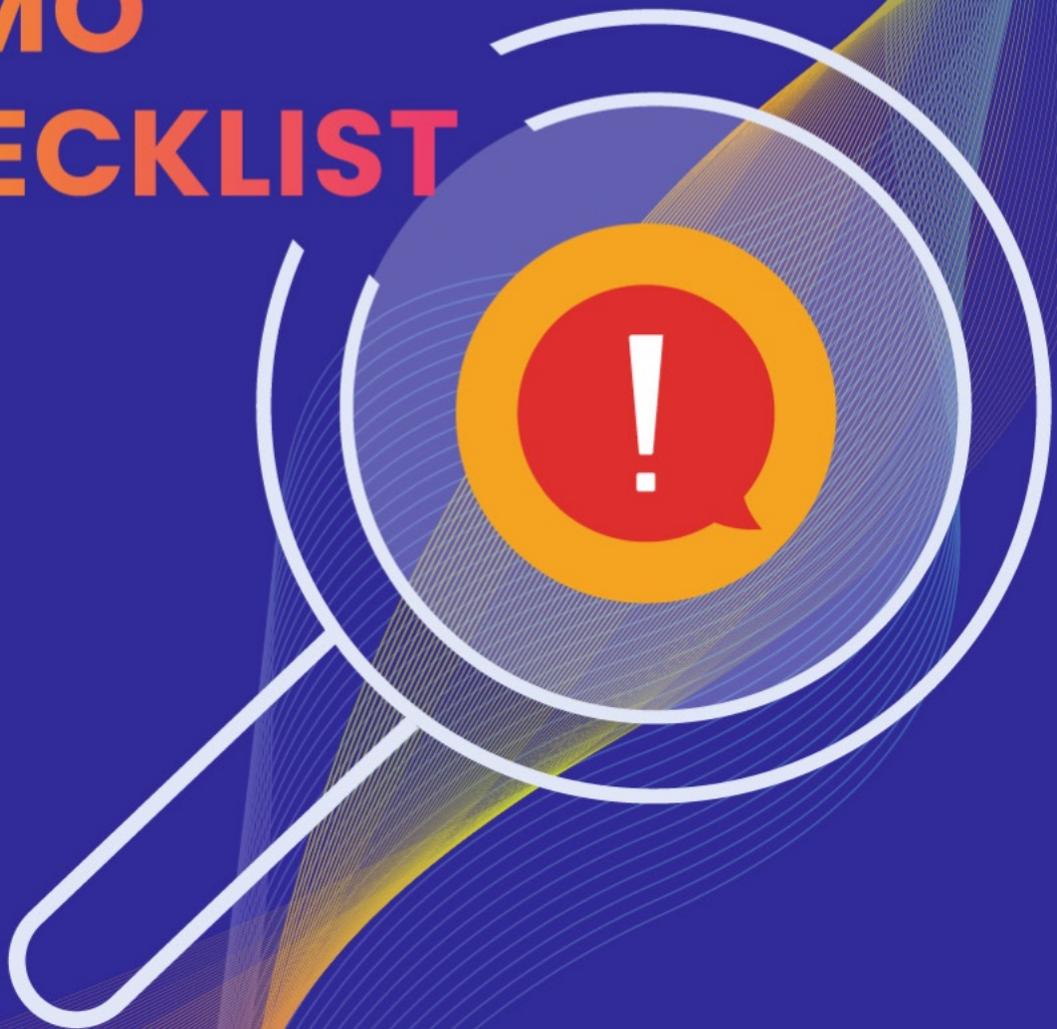


**RED FLAG
DEMO
CHECKLIST**



Red Flag Demo Checklist

What to Watch for During Incentive Platform Demos

Use this checklist **during live demos**.
If you hear multiple red flags, assume hidden cost and future friction.



1. Program Design & Rules

- Rules cannot be changed mid-program
- Simple scenarios require “professional services”
- Logic is described verbally but not shown clearly
- “Edge cases” are dismissed as rare

 **Red flag translation:**
Rules are rigid. Expect spreadsheets later.

2. Data & Calculations

- Demo relies on perfect or pre-cleaned data
- Error handling is vague or skipped
- Recalculation logic is not visible
- Payout math cannot be traced line by line

 **Red flag translation:**
You won't fully trust payouts.

3. Participant Experience

- Engagement assumes participants will explore a portal
- Progress or status is hard to find
- Value is not obvious within seconds
- Notifications are treated as optional or “nice to have”

 **Red flag translation:**
Engagement will drop after launch.

4. Admin Control

- Routine changes require vendor involvement
- Cloning or repeating programs is complex
- “Best practice” is used to justify restrictions
- Admin views are cluttered or overly technical

 **Red flag translation:**
You're renting the platform, not running it.

5. Implementation & Scale

- Implementation timelines are measured in months
- Discovery phases are open-ended
- Second program launches look like first launches
- Costs beyond year one are unclear

 **Red flag translation:**
The platform does not scale operationally.

6. Pricing & Commercials

- Pricing is tied to logins or usage that penalizes success
- Core capabilities are locked behind add-ons
- Services are mandatory to stay functional
- Forecasting future cost is difficult

 **Red flag translation:**
Your total cost will rise as adoption improves.

Final Gut Check

If the demo looks impressive but feels complicated, believe the feeling.
Complexity never gets simpler after launch.

Next step (optional but recommended)

- Ask the vendor to:
- Walk through a **mid-program rule change**
 - Show a **real payout audit trail**
 - Demo a **second program launch** from scratch



If they hesitate, you have your answer.