

2021 Marketing Presentation Score Sheet

Objective: Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

	Scoring Sections	Possible Points	Points Awarded
Section 1: Company Overview		75	
Organization	Presented structure/org chart, employee roles, experience levels (grades/years), inclusiveness – team is multidisciplinary and includes roles in engineering, business, presentation skills, etc.	10	
Mission Statement	Defined the team's mission statement – one or two sentences, using simple and concise terms, stating the team's purpose for being, encapsulating culture, values, and ethics.	10	
Brand Promise	Defined the team's brand promise – the value or experience customers can expect to receive every time they interact with the company.	10	
Visual Identity	Created a strong visual identity (logos, color scheme, style book, etc.) based on brand and mission.	10	
Public Image	Presented the team's publicity, social responsibility, community visibility (brochures, press release, outreach to other Schools and Businesses). It included BEST and sponsor logos.	15	
Budget	Presented funding sources (sponsors, in-kind, fundraisers) and engineering development expenses.	10	
Company Sustainability	Presented and explained the 1-year company outlook, including employee development, recruitment, and training. Explained how they will leave the team in better hands for next year.	10	
Comments:			
Section 2: Product Features		70	
Task Knowledge	Defined the problem and customer priorities (as derived from the game rules). Has specific requirements and specifications listed. Referenced the Client's needs" as listed in the Request For Proposal ("the Game Story") and defined their focused solution.	20	
Meeting Requirements	Described how the specific game details influenced their detailed design. Described how the real physical features of the robot address actions on the physical field. Explained how the product's features solve the client's problem.	20	
Differentiation	Explained how the product features are unique and better than the competition.	20	
Visual Aids	Used visual aids to effectively enhance the presentation (eg. CAD drawing, computer simulation, photos, videos, mockups, infographics, etc.)	10	
Comments:			

Judge Name/number (print): _____

Team Number: _____ School: _____

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Scoring Sections		Possible Points	Points Awarded
Section 3: Business Offer		50	
Sales Price	Shown the product's acquisition cost. May include individual and multiple units, delivery, warranty, repairs, training, etc. Shown manufacturing cost – part of acquisition cost based on the cost of the materials. Included itemized cost breakdown.	25	
Aftermarket Support	Addressed details of warranty and training for the client's workforce to operate and/or maintain the product.	20	
Formal Offer	Formal offer was made in the meeting.	5	
Comments:			
Section 4: Business Professionalism		55	
Mechanics	All 4-8 presenters participated; dressed professionally or theme-based. Students performed all set up/breakdown; stayed within time limits.	10	
Endorsements	Included testimonials to support research or success stories.	10	
Professional	Presentation was understandable, well organized, prepared, conversational, and engaged in discussion. Fully responsive to questions.	15	
Creativity	Presentation was creative and interesting. (Wow Factor)	20	
Comments:			
Additional Comments:		Total:	250
			÷10
		Final Score:	25

Judge Name/number (print): _____

Team Number: _____ School: _____