Informal Interviews Talking Points

Section 1: Company Elevator Speech

1. Clearly defines what benefits the product (robot) delivers
   1. Autonomous Mode
   2. Installing Light Poles
   3. Safe Removal of Air Compressors
2. Explains the outreach and social responsibility
   1. Talked with 1st and 2nd graders to encourage them to join Robotics when they get older
   2. We used reusable parts for the construction of our booth
3. Conveys the company’s brand through tone and language
   1. Our brand promise is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Section 2: Testimonials and sharing the Brand

1. Students communicated the brand personality
   1. Our brand personality \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Students explained how their product (robot) provides brand advantage
   1. Autonomous mode allows for safe recovery of materials in dangerous locations
   2. Installing light poles allows for fast recovery of power after a completed demolition
3. The team used testimonials to communicate impact in their school and community
   1. Talked with 1st and 2nd graders to encourage them to join Robotics when they get older
   2. Mention the quotes we have in the booth
4. Outreach efforts and outcomes were shared
   1. Talked with 1st and 2nd graders to encourage them to join Robotics when they get older
   2. Mention the quotes we have in the booth

Section 3: Game Theme and Learning Experience

1. Students clearly articulated an understanding of the game theme/problem
   1. Demo Daze, goal is to have a safe demolition
2. The students showed evidence they were the primary designers and builders of their product (robot), exhibit and all materials
   1. Point to specific things you did!
3. Students clearly articulated lessons learned through the BEST experience
   1. What did you learn? What did you enjoy about BEST?
4. Students communicated the impact of the BEST Robotics program on his/her path toward STEM or career choice
   1. Talk about how you are now planning (or thinking) about pursuing a STEM degree

Section 4: Other things we want you to know!

1. Facts about the Robot
   1. Need to add here
2. Other stuff