

Project: Doing a demonstration of our product at a trade show

Project purpose or justification

The demonstration during the trade show allows us to create a lot of awareness of our product with the end-users. As the trade show is tailored towards our audience and we are currently not known, a good presentation can create significant awareness. This awareness is needed as it is the first step to sell our product. Our financial situation requires us to start selling the product soon.

Measurable project objectives and related success criteria

Objective:

- 1) Create awareness of our product by 50% of the participants in the trade show during the event.
- 2) Have 30% of the participants visit our website within a week after the event
- 3) Have 10% of the participant request further information within a month after the event.

Success criteria:

- 1) At least 50% of the participants will answer to be familiar with our product during a questionnaire held at the end of the trade show
- 2) A number equal to at least 30% of the participants (300) name the event in a quick poll on our website on how they found us.
- 3) At least 100 people request more information about our product within a month after the event.

High-level requirements

- A single demonstration is given to at least 30 people (multiple demonstrations can be given during the event).
- The demonstration should be tailored towards teachers.
- Besides the people doing the demonstration, people should be present to answer questions from people passing by.

Assumptions and constraints

- 1000 people will visit the event (assumption)
- We will have a 1 hour timeslot to present to as many people as possible (constraint)
- We can't set up anything at the venue until the day of the event itself (constraint)

High-level risks

- The educational bureau we are partnering with cannot commit enough people to the event
- Hardware needed for the demonstration isn't ready
- No Wi-Fi signal is present at the event

Summary milestone schedule

- 10 September: demonstration script ready
- 20 September: final commitment by all partners
- 30 September: dry run demonstration at our office
- 6 October: delivery of hardware to the venue

Summary budget

- Personnel cost: \$2000
- Material cost: \$4000