

Background	Description/Demonstration of Best Concept	Rationale for the "Best" Concept	Financials and Business Context	Conclusion and Recommended Next Steps	Presentation (oral/ppt/poster/expo display/video/other)	
___ Industry description ___ Company description ___ Opportunity description ___ Mission Statement	___ Prototype (Exhibit 14-5) Presentation 1. Focused to Comprehensive 2. Analytical to Physical ___ Product versus Process ___ Research to market ready	___ Customer Segment ___ Customer Needs ___ Target Specification ___ Competitive Benchmarks ___ Standards ___ Intellectual Property ___ Concept Testing	___ Competitive Benchmarks ___ Value Statement ___ Bill of Materials (BOM) (in quantities of) ___ Cost Estimates ___ Financial rationale	___ Final Specifications ___ Questions to be Addressed ___ Go or No Go Decision & Rationale ___ Plans for Fall Semester	___ Integration of Content ___ Narrative ___ Visuals ___ Organization ___ Professionalism	Content
The background is clear, concise and complete score:	The description is clear, concise and complete. score:	The rationale is clear, concise and complete score:	The financial aspects and business context of the project are clear, concise and complete score:	The conclusion and next steps are clear, concise and complete score:	Presentation is succinct & very clear. Choice & organization of material, plus professionalism of presentation, enhanced the credibility of the work presented. score:	exemplary (A) Range: 9.3-10
The background has some clarity, is somewhat concise and mostly complete score:	The description has some clarity, is somewhat concise and mostly complete. score:	The rationale has some clarity, is somewhat concise and mostly complete score:	The financial aspects and business context of the project has some clarity, are somewhat concise and mostly complete score:	The conclusion and next steps have some clarity, are somewhat concise and mostly complete score:	Presentation of key points made the portrayal of the project to date clear. Organization of material plus some degree of professionalism in the presentation, added some credibility to much of the work presented. score:	good but could be better (B to A-) range: 8.3 - 9.2
The background is either unclear or too general. score:	The description is either unclear or too general. score:	The rational is either unclear or too general score:	The financial aspects and business context of the project are either unclear or too general score:	The conclusion and next steps are either unclear or too general score:	Presentation provides some information but key ideas weren't pointed out. Organization of material and presentation method/skill level, neither added to or detracted from how work was perceived & did not provide insight into credibility of presented material. score:	limited but okay (C to B-) range: 7.3 - 8.2
The background is not clear, concise nor complete and in fact major aspects are missing. score:	The description is not clear, concise nor complete and in fact major aspects are missing. score:	The rationale is not clear, concise nor complete and in fact major aspects are missing score:	The financial aspects and business context are not clear, concise nor complete and in fact major aspects are missing score:	The conclusion and next steps are not clear, concise nor complete and if fact major aspects are missing score:	Presentation lacked basic relevant information. Material was disorganized &/or incomplete. Presentation method/skill level detracted from how the work was perceived, making the material seem less credible. score:	deficient and needs work (F to C-) range: 5.0 - 7.2
Background	Descriptions of "Best" Concept	"Best" Rationale	Financial 7 Business Context	Conclusion & Next Steps	Presentation	
X2	X3	X3	X3	X2	X2	15