Team Number:	School:

2015 Marketing Presentation Score Sheet

Purpose: To present information and respond to questions concerning Possible				
the company's effectiveness in creating a product ready for market. (25 pts.)		Score		
COMPANY DEMOGRAPHICS, BUDGET & OPERATIONS (5 Points)				
 Company structure and operations (well-defined roles as company employees/owners/managers, methods of company decision-making, etc.) 	20			
Comments:	,			
Organization of company departments for product development	10			
Comments:				
 Company demographics (evidence of diversity – male, female, variety of grades represented, minority involvement) 	10			
Comments:				
Evidence of a budget (how funds were generated, company expenses, etc.)	10			
Comments:				
DESIGN & MANUFACTURING PROCESS (ENGINEERING PROCESS) (3 PC	oints)			
 Brainstorming approaches, including game strategy evaluation 	10			
Comments:				
	40			
 Analytical evaluation of design alternatives Comments: 	10			
Comments.				
Effective implementation of engineering process	10			
Comments:	_			
MARKETING STRATEGIES (3 Points)				
 Publicity efforts to inform school and community of company's effort (e.g. school newsletters, presentations to community and/or school groups, 	30			
fliers/brochures, posters, press releases, etc.)	30			
Comments:				

USE OF AVAILABLE TECHNOLOGY (4 Points)					
•	CAD or other drawings, Computer programming, software simulation	20			
	Comments:				
	Web page development/computer simulations/PowerPoint	20			
	Comments:	1			
	JALITY OF PRESENTATION (10 Points)	T			
•	Communication skills and professionalism of presenters. Understandable, well organized, prepared.	30			
	Comments:		1		
•	Met specifications for presentations (time limit, minimum 4 presenters, maximum 8 presenters, set-up and break-down by students)	10			
	Comments:				
•	Achieved goal of marketing the company's 'product'	20			
	Comments:				
•	Creativity of format	20			
	Comments:				
_	O 9 A suplify in recognite to indeed				
•	Q&A quality in response to judges Comments:	20			
	Overall Comments:				
	Total	250			
		÷10	÷ 10		
	Final score:	25 max			
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