

Innovate the Future 2019

Student Checklist





Before the Presentation

Approximately 2 weeks before the competition date, contestants will submit their complete softwares, as well as a 1-page summary of the project.

Pre-Presentation Checklist

- ☐ The software is organized into distinct sections
 - ☐ A detailed set of documentation is included in the project. The documentation is organized and easy to follow
 - ☐ A one-page outline of the entire product and pitch is created and submitted, along with the software, and the appropriate documentation
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Presentation Checklist

The Product:

- ☐ The presentation specifically states the problem that the product addresses and how
- ☐ The product itself is explained
- ☐ Explanation of product aspects
 - ☐ Different features, the user interface, error protections etc.
- ☐ References to potential future build and developments, or creations of other products, are explained
 - ☐ Will future revisions be released? Do you have plans for creating a series of products along with the one you developed?

The Marketing Pitch:

- ☐ A target market is clearly identified and stated pricing strategy is explained in reference to internal and external factors (market trends, costs of development, target market buying power etc.)
- ☐ A promotional plan is created and catered to the target market
- ☐ The distribution of the product is discussed, with the final choice(s) being justified
- ☐ Potential financing for the product/future development is discussed
- ☐ The competitive advantage/unique selling point of the product is discussed in detail

Other Presentation Items:

- ☐ All members wear formal attire



- ☐ The presentation is well rehearsed and practiced
 - ☐ Speech is clear with little to no stuttering or filler words, and ideas are concise and direct
 - ☐ Good body language is maintained and nonverbal cues are used where appropriate
 - ☐ The tone is kept formal and engaging, but not monotonous
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Questioning the Groups

Immediately after the conclusion of the presentation, judges will ask the group at least 4 questions (more questions are encouraged). The questions can be made by judges, however, a list of standardized questions will also be provided. Questions thought of on the spot should address any area of the first 2 criteria that the group did not address (e.g., if they scored only 4 points in the business concepts category because they only mentioned price and promotion in their presentation, you can ask them about place and product in a question after the presentation). The questions can also ask why a group was interested in the field they focused on, and specific aspects of their project (e.g. Why a certain marketing approach was chosen over another).