Purpose: To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Scoring Sections	Possible Points	Points Awarded
Criteria 1: Students Present a Professional and Quality Company		
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	8
Did the team share a personal story using the #Thanks2BESTrobotics campaign?	0-10	10
Were all members of the team prepared?	0-5	5
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	7
Professionalism total	30	30
great brochure, poster, very prepared w/ projector great video		
Criteria 2: The Company Has Created a Brand and a Brand Promise		
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	20
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product? > SUMMART TO WHY HY		18
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	15
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	20
Did the team create a strong visual identity for the brand?	0-10	10
Does the brand have a personality and was it integrated throughout their presentation?	0-15	15
Brand total	0-15 100	15
Comments: good job @ axplaining differentiating yourself. Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and N	100	9B
Comments: good jub @ axtractions differentiating yourself. Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and N *Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotic Is the outreach strategy well-defined and does it include diverse audiences? **Variety of pusinesses faces.**	Measured s program.	9B
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Team Number: 807 School: ____

Criteria 4: The Company Took the Client Through the Sales Process		
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.)	0-20	15
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?	0-15	15
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?	0-15	5
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place? Who do we contact for two.	0-15	10
Was the tone of the pitch conversational and did the team engage in discussion?	0-5	5
Sales total	70	50 -
Additional Comments: not USO by liets / prographs VISUALS are worth 1,000 words" > BE MORE PIDEURES	250	220
"VISUALS are worth 1,000 words" > BE MORE	÷10	÷10
		1

Judge Name/number (print): ______

Team Number: _____ School: _____

Purpose: To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Criteria 1: Students Present a Professional and Quality Company Did the team introduce themselves with names and roles, company overview of number of employees across departments, team demographics, and brief budget overview Did the team share a personal story using the #Thanks2BESTrobotics campaign? O-10 Were all members of the team prepared? O-5 Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement? Professionalism total O-7 Profes		Points Awarde
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Dilli to the state of the second of the second of the state of the sta	0	10
Did the team create original infographics (higher score) or were only Excel charts used? 0-5	5	5
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.		
Reach & Impact total 50		47

Judge Name/number (print): 1 Cathryn Whitem

Team Number: 907 School: 6 Uyer HS

of an imaginary Request for Proposal' or ask you about your needs within the presentation.) of the team provide convincing reasons about how their product meets your needs? Did they address each of our needs? of the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to nake the sale? Did they reiterate the brand promise and their product's differentiating factors? of the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a obliow-up person and plan in place? of the tone of the pitch conversational and did the team engage in discussion? of the pitch conversational and did the team engage in discussion? Comments: The provide making strates as go though last of providing them would have have impute the lift you healing the provided that the provided have have the provided have have the provided have healing the provided that the provided have have larger than the provided have healing the provided have have the provided have healing the provi	Criteria 4: The Company Took the Client Through the Sales	,		400
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Comments: The available heaves the question would have been more impuestial if you healist distinctional Comments: Total 250 23 We am your customer O-15 O-15 Sales total O-15 Sales total Total 250 23	Did the team clearly ask for the sale? As the customer, when you hesita	ated, did they ask what it would take to	0-15	010
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dditional Comments: Total 250 23 We am your customer ÷10 ÷10		Sales total	70	2 57
	The state of the s			
	Additional Comments:			hedrit real
	Additional Comments:		250	

Judge Name/number (print): _____

Team Number: _____ School: ____

Scoring Sections	Possible Points	Points Awarded
Criteria 1: Students Present a Professional and Quality Company		
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	8
Did the team share a personal story using the #Thanks2BESTrobotics campaign?	0-10	10
Were all members of the team prepared?	0-5	5
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	7
Professionalism total	30	30
· Great intro · cool video!		
Criteria 2: The Company Has Created a Brand and a Brand Promise		
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	19
is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?	0-20	19
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	15
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	19
Did the team create a strong visual identity for the brand?	0-10	9
Does the brand have a personality and was it integrated throughout their presentation?	0-15	14
Brand total	100	95
	leasured	Impact
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and N *Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics	0-10	9
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*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics Is the outreach strategy well-defined and does it include diverse audiences? Did the team include the BEST Robotics national logo in all outreach materials including websites? Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team's stories using the #Thanks2BESTrobotics campaign?		19
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Judge Name/number (print): A avi Singh
Team Number: School: Guyur HS

Criteria 4: The Company Took the Client Through the Sales F			
Did the team confirm what your needs are as the customer and ask for cl to an imaginary 'Request for Proposal' or ask you about your needs withi		0-20	18
Did the team provide convincing reasons about how their product meets your needs?	your needs? Did they address each of	0-15	15
Did the team clearly ask for the sale? As the customer, when you hesitat make the sale? Did they reiterate the brand promise and their product's a		0-15	18
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?			12
Was the tone of the pitch conversational and did the team engage in disc	ussion?	0-5	5
Was the tone of the pitch conversational and did the team engage in disc	Sales total	70	5
Was the tone of the pitch conversational and did the team engage in disc	Sales total	70	5 5 5 1 us, d
Was the tone of the pitch conversational and did the team engage in disc	Sales total	70	5 35 1 w, d
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Judge Name/number (p	orint):		
Team Number	School:		

Purpose: To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Scoring Sections	Possible Points	Points Awarded
Criteria 1: Students Present a Professional and Quality Company		
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	7
Did the team share a personal story using the #Thanks2BESTrobotics campaign? Personal story using the #Thanks2BESTrobotics campaign?	0-10	7
Were all members of the team prepared?	0-5	4
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0-7	6
Professionalism total	30	24
CFO should brief Financials - Budget.		- in
Criteria 2: The Company Has Created a Brand and a Brand Promise		
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	11
is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?	0-20	12
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	8
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	12
Did the team create a strong visual identity for the brand?	0-10	5
Does the brand have a personality and was it integrated throughout their presentation?	0-15	5
Brand total	100	53
Criteria 3: The Company has Engaged in Promotions and Outreach*, Targeted Audiences and M *Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics Is the outreach strategy well-defined and does it include diverse audiences?	leasured program.	Impact
	0-5	11
Did the team include the BEST Robotics national logo in all outreach materials including websites? Did the team articulate the impact of their outreach? Did they present data on the social media	0-20	14
exposure for their team's stories using the #Thanks2BESTrobotics campaign? Did the team gather and present data about their audiences?	0-10	8
Did the team create original infographics (higher score) or were only Excel charts used?	0-5	4
*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.		'
	50	36
Comments: Website Sparsho Letter Daily Instruments Commo w/ MS & Jostagram Got Spansors Daily Instruments Commo w/ MS & Social Modic Motrics - 130 Accounts - People from School	tecle,	

Team Number: 807 School: Guyen Gyle

Did the team confirm what your needs a	Client Through the Sales Prod	ess		
to an imaginary 'Request for Proposal' o	re as the customer and ask for clarity r ask you about your needs within the		0-20	12
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?			0-15	10
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?			0-15	5
Did the team have a clear process? Did follow-up person and plan in place?	they effectively negotiate? Did they	confirm the next steps and have a	0-15	5
Was the tone of the pitch conversationa	I and did the team engage in discussi	on?	0-5	5
		Sales total	70	37
Comments:				113
Additional Comments:		Total	250	150
			÷10	÷10
		Final Score	25	15.
Tanget Non Profit Integraphics Environ	Prospeting tarry	Gyres -work n/UN &		

Judge Name/number (print):		
Team Number:	School:	The second secon