

2016 Marketing Presentation Score Sheet

Purpose: To present information and respond to questions concerning the company's effectiveness in creating a product ready for market. (25pts)

Company structure and operations (well-defined roles as company employees/owners/managers, methods of company decision-making, etc.)		
20-19	The corporate org chart is well defined, roles are clearly explained, company operations are clearly defined (such as decision making processes, accountability, etc.).	
18-13	There is a corporate org chart, roles are identified, and company operations are identified.	
12-5	Some corporate roles are identified, company operations are mentioned.	
4-1	A few roles are named.	
0	No roles or operations defined.	
<i>Comments:</i>		Possible Points 20
		Points Awarded
Organization of company departments for product development		
10-9	Departments are clearly identified and their relationship to robot building is clear.	
8-5	Some departments are named and they have to do with robot building.	
4-1	Some departments are named.	
0	No departments identified.	
<i>Comments:</i>		Possible Points 10
		Points Awarded
Company demographics (evidence of diversity – male, female, variety of grades represented, and minority involvement)		
10-9	There is a clear discussion of diversity on the team, within the constraints of the individual school (e.g. not all schools have a minority population).	
8-5	Diversity is discussed.	
4-1	You can tell there is some diversity, even if it is not mentioned.	
0	No discernible diversity.	
<i>Comments:</i>		Possible Points 10
		Points Awarded
Evidence of a budget		
10-9	A clear and complete budget is presented and categories are explained.	
8-5	A budget is presented.	
4-1	Funds are mentioned.	
0	No evidence of a budget.	
<i>Comments:</i>		Possible Points 10
		Points Awarded

Team Number: _____ School: _____

Brainstorming approaches, including game strategy evaluation

10-9	Brainstorming is clearly presented as an activity, thorough evaluation of the game is clearly evident.
8-5	Brainstorming was done, they did discuss game strategy.
4-1	Brainstorming or game strategy discussion occurred, but not both.
0	No brainstorming, no game strategy discussion.

<i>Comments:</i>	Possible Points 10	Points Awarded
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Analytical evaluation of design alternatives

10-9	Evaluation of multiple design ideas is clearly presented, each was evaluated with some mathematical rigor.
8-5	Multiple design ideas were considered, some evaluation was done.
4-1	Multiple design ideas are mentioned, no evidence of evaluation.
0	No mention of multiple design ideas.

<i>Comments:</i>	Possible Points 10	Points Awarded
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Effective implementation of engineering process

10-9	An engineering design process with multiple steps is clearly identified, there is evidence that the process was followed.
8-5	An engineering design process is discussed.
4-1	There is discussion of design, but no clear process is identified.
0	No mention of a design process.

<i>Comments:</i>	Possible Points 10	Points Awarded
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Publicity efforts to inform school and community of company's effort (e.g. school newsletters, presentations to community and/or school groups, fliers/brochures, posters, press releases, etc.)

30-29	There is clear evidence of multiple publicity efforts, publicity targets both school and community.
28-23	There is some evidence of multiple publicity efforts, publicity targets both school and community.
22-17	There is some mention of a publicity effort that targets both the school and community.
16-11	There is some evidence of multiple publicity efforts, they target either school or community but not both.
10-5	There is some mention of a publicity effort that targets either the school or community.
4-1	Publicity is mentioned.
0	No evidence of publicity.

<i>Comments:</i>	Possible Points 30	Points Awarded
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CAD or other drawings, Computer programming, software simulation

20-19	There is thorough discussion of technology used in robot design, types of technology are clearly identified.
18-13	There is some discussion of technology used in robot design, the technology(s) are identified.
12-5	Technology for robot design is discussed, but not specifically.
4-1	You can tell some technology was used during robot design, but it isn't discussed.
0	No evidence of technology use in robot design.

<i>Comments:</i>		Possible Points 20	Points Awarded
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Web page development/computer simulations/PowerPoint

20-19	A web page for the project was created and thoroughly presented, other technologies to support the project are discussed.
18-13	A web page was developed for the project, other technologies were used.
12-5	A web page or other technologies for the project are mentioned.
4-1	You suspect they used some technology for the project, but it isn't discussed.
0	No discernible technology use.

<i>Comments:</i>		Possible Points 20	Points Awarded
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Communication skills and professionalism of presenters. Understandable, well organized, prepared.

30-29	Presentation is outstanding, everyone is clearly understandable, the presentation is well organized, and everyone is clearly prepared.
28-20	Presentation is very good, most presenters are clearly understandable/well organized/well prepared.
19-11	Presentation is good, a few presenters are weak in one area - understandable/organized/prepared.
10-1	Presentation is fair, most presenters are weak in multiple areas.
0	Presentation is poor, most presenters are weak in all areas.

<i>Comments:</i>		Possible Points 30	Points Awarded
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Met specifications for presentations (time limit, minimum 4 presenters, maximum 8 presenters, set-up and break-down by students)

10-9	Total time < 25 minutes, had 4 to 8 presenters, students did all the setup/break-down.
8-5	Did not meet one of the specifications.
4-1	Did not meet two of the specifications.
0	Did not meet any specifications.

<i>Comments:</i>		Possible Points 10	Points Awarded
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Team Number: _____ School: _____

Achieved goal of marketing the company's 'product'	
20-19	Presentation was very persuasive, individuals would surely invest.
18-13	Presentation was fairly persuasive, individuals would most likely invest.
12-5	Presentation was somewhat persuasive, individuals would possibly invest.
4-1	Presentation was not persuasive, individuals would be unlikely to invest.
0	There was no attempt to 'sell'.

<i>Comments:</i>		Possible Points 20	Points Awarded
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Creativity of format

20-19	They did some special things that made the presentation very memorable.
18-13	They did something unexpected that made the presentation memorable.
12-5	Solid presentation but nothing special.
4-1	Presentation was mundane.
0	They just went through the motions.

<i>Comments:</i>		Possible Points 20	Points Awarded
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Q&A quality in responses to judges

20-19	Answers were crisp, clear and showed depth of thought.
18-13	Answers were crisp and clear.
12-5	Answers were reasonable but lacking.
4-1	Answers were poor.
0	Could not answer questions.

<i>Comments:</i>		Possible Points 20	Points Awarded
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SCORE CALCULATION

Additional Comments:	Total	250	
		÷10	÷10
	Final Score	25 max	

Judge name/number (print): _____

Team Number: _____ School: _____