

Team Number: _____

School: _____

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. (25 pts.)	Possible Points	Score
COMPANY DEMOGRAPHICS, BUDGET & OPERATIONS (5 Points)		
<ul style="list-style-type: none"> ▪ Company structure and operations (well-defined roles as company employees/owners/managers, methods of company decision-making, etc.) 	20	
<i>Comments:</i>		
<ul style="list-style-type: none"> ▪ Organization of company departments for product development 	10	
<i>Comments:</i>		
<ul style="list-style-type: none"> ▪ Company demographics (evidence of diversity – male, female, variety of grades represented, minority involvement) 	10	
<i>Comments:</i>		
<ul style="list-style-type: none"> ▪ Evidence of a budget (how funds were generated, company expenses, etc.) 	10	
<i>Comments:</i>		
DESIGN & MANUFACTURING PROCESS (ENGINEERING PROCESS) (3 Points)		
<ul style="list-style-type: none"> ▪ Brainstorming approaches, including game strategy evaluation 	10	
<i>Comments:</i>		
<ul style="list-style-type: none"> ▪ Analytical evaluation of design alternatives 	10	
<i>Comments:</i>		
<ul style="list-style-type: none"> ▪ Effective implementation of engineering process 	10	
<i>Comments:</i>		
MARKETING STRATEGIES (3 Points)		
<ul style="list-style-type: none"> ▪ 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	
<i>Comments:</i>		

USE OF AVAILABLE TECHNOLOGY (4 Points)		
▪ CAD or other drawings, Computer programming, software simulation	20	
<i>Comments:</i>		
▪ Web page development/computer simulations/PowerPoint	20	
<i>Comments:</i>		
QUALITY OF PRESENTATION (10 Points)		
▪ Communication skills and professionalism of presenters. Understandable, well organized, prepared.	30	
<i>Comments:</i>		
▪ Met specifications for presentations (time limit, minimum 4 presenters, maximum 8 presenters, set-up and break-down by students)	10	
<i>Comments:</i>		
▪ Achieved goal of marketing the company's 'product'	20	
<i>Comments:</i>		
▪ Creativity of format	20	
<i>Comments:</i>		
▪ Q&A quality in responses to judges	20	
<i>Comments:</i>		
<i>Overall Comments:</i>		
	Total	250
		÷10
	Final score:	25 max
		÷ 10

Judge name/number (print): _____